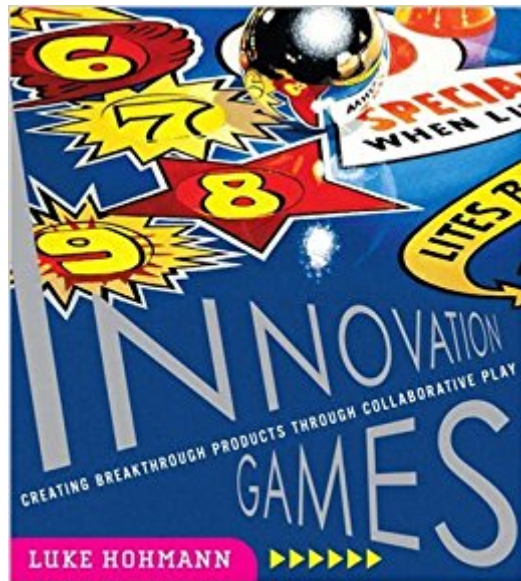# Innovation Games: Creating Breakthrough Products Through Collaborative Play

Synopsis

Innovation Through Understandingsm Â The toughest part of innovation? Accurately predicting what customers want, need, and will pay for. Even if you ask them, they often canâ ™t explain what they want. Now, thereâ ™s a breakthrough solution: Innovation Games. Drawing on his software product strategy and product management consulting experience, Luke Hohmann has created twelve games that help you uncover your customersâ ™ true, hidden needs and desires. Â Youâ ™ll learn what each game will accomplish, why it works, and how to play it with customers. Then, Hohmann shows how to integrate the results into your product development processes, helping you focus your efforts, reduce your costs, accelerate time to market, and deliver the right solutions, right from the start.   Learn how your customers define success Discover what customers donâ ™t like about your offerings Uncover unspoken needs and breakthrough opportunities Understand where your offerings fit into your customersâ ™ operations Clarify exactly how and when customers will use your product or service Deliver the right new features, and make better strategy decisions Increase empathy for the customersâ ™ experience within your organization Improve the effectiveness of the sales and service organizations Identify your most effective marketing messages and sellable features   Innovation Games will be indispensable for anyone who wants to drive more successful, customer-focused product development: product and R&D managers, CTOs and development leaders, marketers, and senior business executives alike.

Book Information

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Customer Reviews

I run user experience research for one of the big tech firms in Seattle. I've been using this book recently to bring some more creativity and variety to the activities we do in our studies. I've found the games are really practical, and there is just-enough material on each to get going. So I'd definitely recommend it.However, if someone isn't already familiar with running games like this, then they may need quite a bit of practice first. Since, the actual instructions are only part of the story: setting the right mood in the room is important, as is one's manner as a facilitator. The best way of learning this is practice, and working with someone who is already good at this and learning from them. Yet, as book go, there is another book I recommend on the subject: Moderating to the Max, and the Culture Code.

The process of eliciting requirements suffers from some of the same problems as the process of collecting information for expert systems. A person does not really know how much he or she knows about a subject. Each of us knows something so well, that much of what we know is not part of our conscious awareness. It is hard to bring that information to the conscious mind to share with another person.What this tells me is when I am in the role of eliciting requirements from another person, I need many different ways of getting information, because different means will achieve different results. I can take an analytical approach (tell me about...), a physical approach (show me ...), and a creative approach (let's play a game ...). The more approaches I use, the more information I will get.What I love about Innovation Games is that games use a part of the brain that we tend to ignore when "at work", bypassing the analytical parts and tapping into the fun, creative areas. This is a great way to find new information about the requirements of a product or service. I think it works especially well because most people I interview are expecting an analytical approach, and using games brings a fresh perspective.Luke Hohmann has really captured a great set of games. He explains the games very clearly, and gives detailed instructions for how to organize an Innovation Games session so that everyone can make effective use of his techniques.Thanks so much Luke for bringing us another great book.

With the disclaimer that I worked with Luke while some of the ideas that turned into the Games where bouncing around in his head, I have seen these games work to produce tangible results. (We used an early version of Remember the Future to develop the successful plan for our first product deployment.)In "Blink", Malcom Gladwell makes the point that if you ask people what they want, they will tell you what they *think* they want. (When asked, nobody thought they wanted the Aeron chair. Oops.) It takes a bit of digging to get beneath the thought level, tapping into real emotional

wants and needs to extract ideas for products that stand a chance of being wildly successful. The Innovation Games help with that digging, engaging players above and below the level of concious thought.

It isn't the job of your customer to translate their needs into your product offerings. Of course, everyone says you just need to listen to your customer, but no one says how. In "Innovation Games" Luke Hohmann describes 12 games you can play to help you better understand your customers' needs and help you discover great products.In part I, Luke first provides an overview for understanding and implementing innovation games. He then discusses the process from selecting the game to interpreting the results.In part 2, twelve separate games are described which can help you understand one or more of the following: - Unmet and/or idealized market needs - Products and services usage and relationships - Product and service functionality - How to shape your product for the futureFinally, in part 3 tools and templates are provided to help you quickly start playing innovation games with your customers.In a world where the mantras of "innovate" and "listen to your customer" prevail, Luke Hohmann gives you usable tools to help you do just that.

I like this book because it's full of practical tools on discovering your customer's needs, wants, and likes. As an agile innovation consultant, I have used several techniques from this book to help customers describe their most important features (product box) and then prioritize them (buy a feature). The author emphasizes the need for thorough preparation and documentation while making the business process seem fun like a game.I highly recommend this book to anyone who is trying to draw out customer requirements. There are even some techniques for discovering the killer features that will set your product apart from your competitors' (Give them a hot tub). I plan on using these techniques in upcoming customer engagements especially for helping them with strategic direction and product requirements gathering.It's a must for any innovation professional.Armond Mehrabianamehrabian@portofinosolutions.comTwitter: @armond_m

Innovation Games: Creating Breakthrough Products Through Collaborative Play What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Winning at New Products: Creating Value Through Innovation Primary Care: A Collaborative Practice, 4e (Primary Care: Collaborative Practice) Swarm Creativity: Competitive Advantage through Collaborative

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