

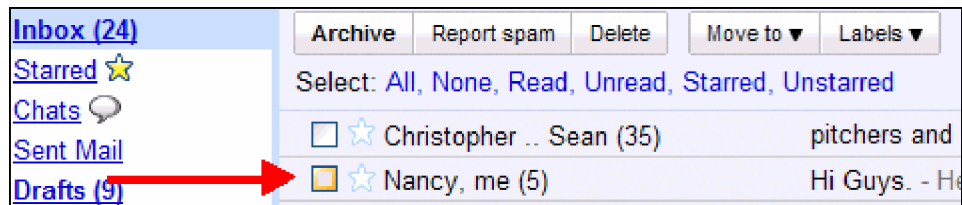
Exercise Innovation Games

Objectives:

- Be able to use selected innovation games to elicit innovative requirements.

You are a software product manager that looks for new product ideas. Your software product is one of the following:

- A product that is well known to the other participants (e.g. a web-based e-mail client)



- A product that you manage in real life (only if it is well known to the other participants)

Tasks:

1. Identify product features that customers don't like. Use the speed boat game for that purpose.
 - a. Draw a boat and explain the game.
 - b. Let customers draw anchors, one by feature. Let them explain what they don't like and how fast the boat could go without the anchor.
 - c. Let customers annotate anchors of others to indicate agreement or to elaborate.
 - d. Review your understanding of what customers would like to see changed.
 - e. Analyze the results: identify product themes associated with each problem, the severity of each problem, and the urgency for fixing the problem.
2. Understand product relationships from the perspective of the customers. Use the spider web game for that purpose.
 - a. Put the name of the product in the center a drawing area and explain the game.
 - b. Let each customer (or pairs of customers) draw things that are related to the product: other products, services, companies, people, physical objects, or locations. Encourage them to vary color and strength of the lines.
 - c. Ask the customers to explain their drawings to the group. Invite them to provide feedback and further elaborate the results as a group.
 - d. Analyze the results: identify the kinds of entities that appear related to your product, the kinds of relationships. Are there any surprising thoughts? When and how should relationships be addressed by product development? What are potential benefits?
3. Reflection: Should you ask users (customers) when eliciting innovative requirements? Why, why not? Why do games help fostering creativity?