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Creating Breakthrough Products Through Collaborative Play

Adaptation from "Innovation Games" Exercise. The Innovation Games book describes an exercise called "Prune the Product Tree" to describe this process. However pruning involves cutting back and reducing to get the result you are looking for. What we are doing here is encouraging growth and development of product features,

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The phrase innovation game refers to a form of primary market research developed by Luke Hohmann where customers play a set of directed games as a means of generating feedback about a product or service.

Innovation Games® Creating Breakthrough Products Through Collaborative Play is a must-read for anyone involved in market research and product or service development (which, when you think about it, means virtually everyone).

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