










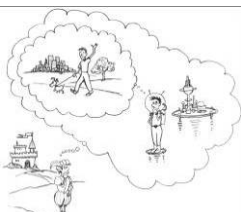


Innovation Game	Description		
<p><b>Show and Tell</b></p> 	<p>Customers describe the most important artifacts produced by your system to you and other customers.</p>	<p><b>Speed Boat</b></p> 	<p>Customers identify their biggest pain points with your products and services.</p>
<p><b>Start Your Day</b></p> 	<p>Customers collaboratively describe when, how, and where they use your product(s).</p>	<p><b>Buy a Feature</b></p> 	<p>Customers work together to purchase their most desired features.</p>
<p><b>Prune the Product Tree</b></p> 	<p>Customers work in small teams to shape the evolution of your products and services.</p>	<p><b>20/20 Vision</b></p> 	<p>Customers negotiate the relative importance of such things as product features, market requirements, and product benefits.</p>
<p><b>Me and My Shadow</b></p> 	<p>Discover hidden needs by carefully observing what customers actually do with your products.</p>	<p><b>Spider Web</b></p> 	<p>Customers work individually or in small teams to create vivid pictures of how your products and services fit into their world.</p>
<p><b>Product Box</b></p> 	<p>Customers work individually or in small teams to create and sell their ideal product.</p>	<p><b>Give Them a Hot Tub</b></p> 	<p>Customers provide feedback on outrageous features to establish what is truly essential.</p>
<p><b>The Apprentice</b></p> 	<p>Create empathy for the customer experience by doing the job of a customer.</p>	<p><b>Remember the Future</b></p> 	<p>Understand your customers definition of success by seeing how they shape their future.</p>