










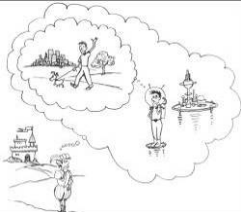


Innovation Game	Description		
<p>Show and Tell</p> 	<p>Customers describe the most important artifacts produced by your system to you and other customers.</p>	<p>Speed Boat</p> 	<p>Customers identify their biggest pain points with your products and services.</p>
<p>Start Your Day</p> 	<p>Customers collaboratively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