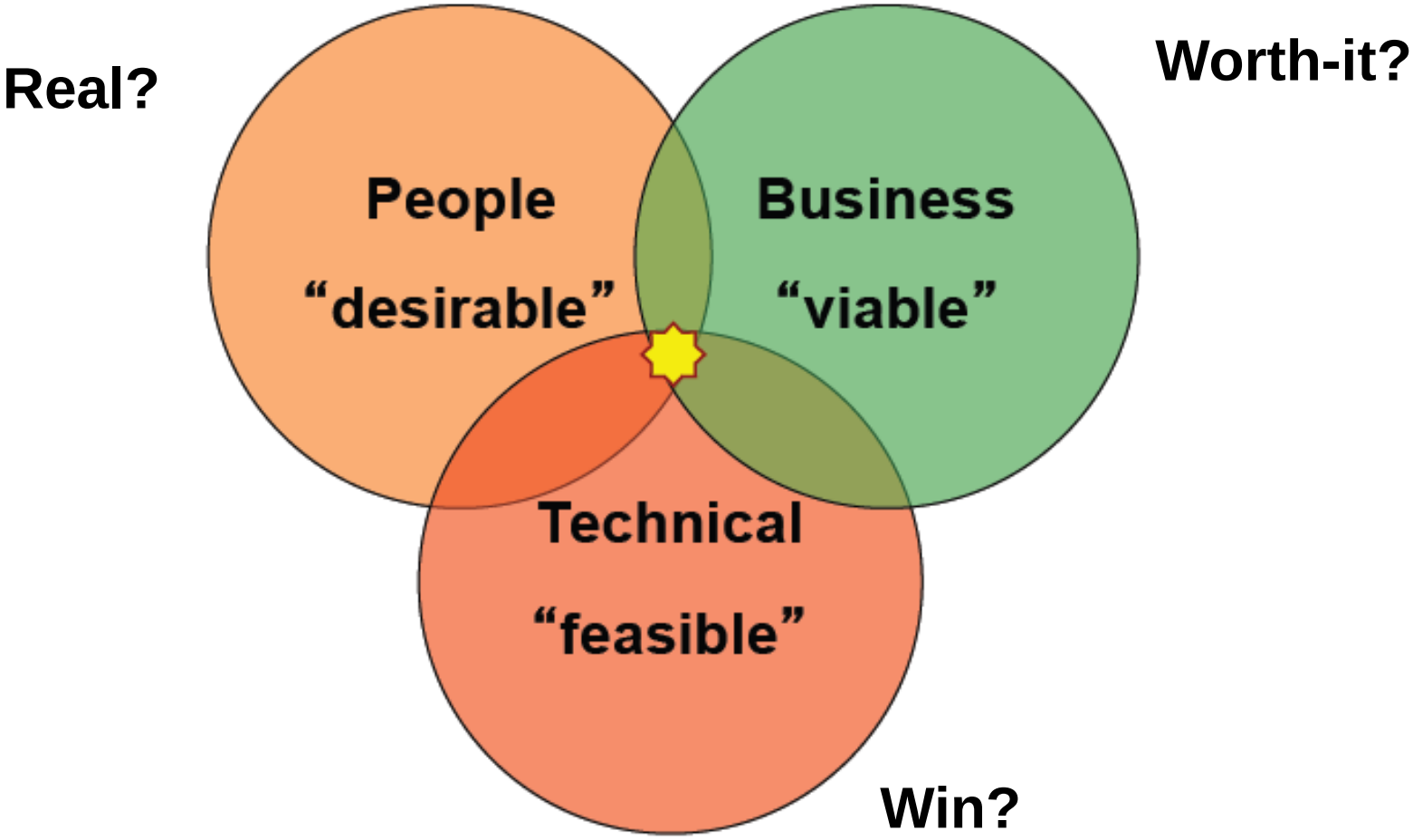
Class 6 – Real-Win-Worth-It Presentations

Summer 2013

Accelerating Information Technology Innovation

All great ideas have three key properties:



IDEO DESIGN FILTERS

Real-Win-Worth It - Presentations

- **Is the opportunity real?**
  - Is there a real market that we can serve with the product?
  - Consider the market size, potential pricing, and availability of technology.
- **Can we win with this opportunity?**
  - Can we deliver the product in the required volume at the required cost?
  - Can we establish a sustainable competitive advantage?
  - Can we patent or brand the idea?
- **Are we more capable of executing it than competitors?**
  - Is the opportunity worth it financially?
  - Do we have access to the necessary resources (financial, developmental, supply chain)?
  - Will the investment be rewarded with appropriate returns?

References

Day, George S., "Is it Real? Can We Win? Is it Worth Doing?: Managing Risk and Reward in an Innovation Portfolio", *Harvard Business Review*, December 2007.

Ulrich and Eppinger, *Product Design and Development*, Chapter 3 – Opportunity Identification, 5th ed., McGraw-Hill, 2012.

Team RWW - Presentations

Find Local Small Business and Tradesmen	**George Assan** **Selase Dela-Brown** **Nathan Fletcher**
SolMo	**Ahomka Mills-Robertson** **Ibrahim Khalil Soumahoro**
Events Advertiser	**Kwame Acquah** **Prophet Israel Agyeman-Prempeh**
Native Prints	**Benson Wachira** **Julateh k. Mulbah**
Electri-Checker	**Hubert Luv** **Agatha Adjoa Maison**
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Team RWW - Presentations

: Football update	**Courage Kpotosu-Agbezudor** **stejei@yahoo.com**
Database Izzy Accezz	**Justice Kwabena Oppong** **David Wainaina**
Mobile Drug Authentication	**Nana Budu Coffie** **Asante Wilson Oteng**
Baby Care	**Obed Kobina Nsiah** **Anna Naami**
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Ghana Art & Craft Portal	**Beatrice Migaliza Lunga'ahu** **b_gokah@yahoo.com**

Class 6 – Introduction to Prototyping

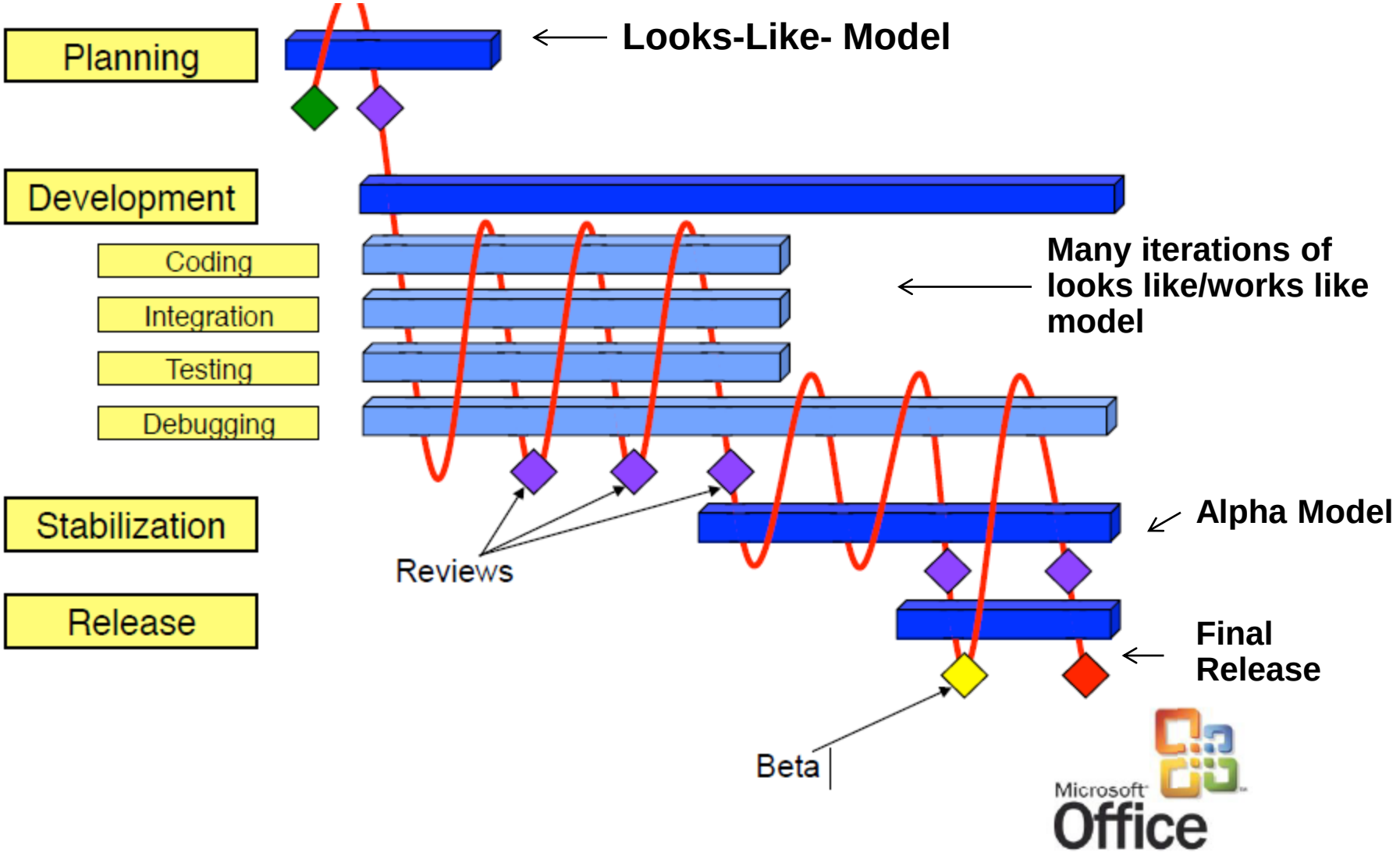
Summer 2013

Accelerating Information Technology Innovation

Types of Prototypes

- **Sketch Models**
  - Very rough, for learning about ergonomics, form, etc
- **Looks-like Model**
  - Looks great, but does not work
- **Works-like Model**
  - Works, but does not look very good.
- **Looks-like/Works-like Model**
  - Looks and works like the final product. but not a production design (DFM)
- **Alpha Prototype**
  - Looks and works like final product, represents the production design, tooling made from these files

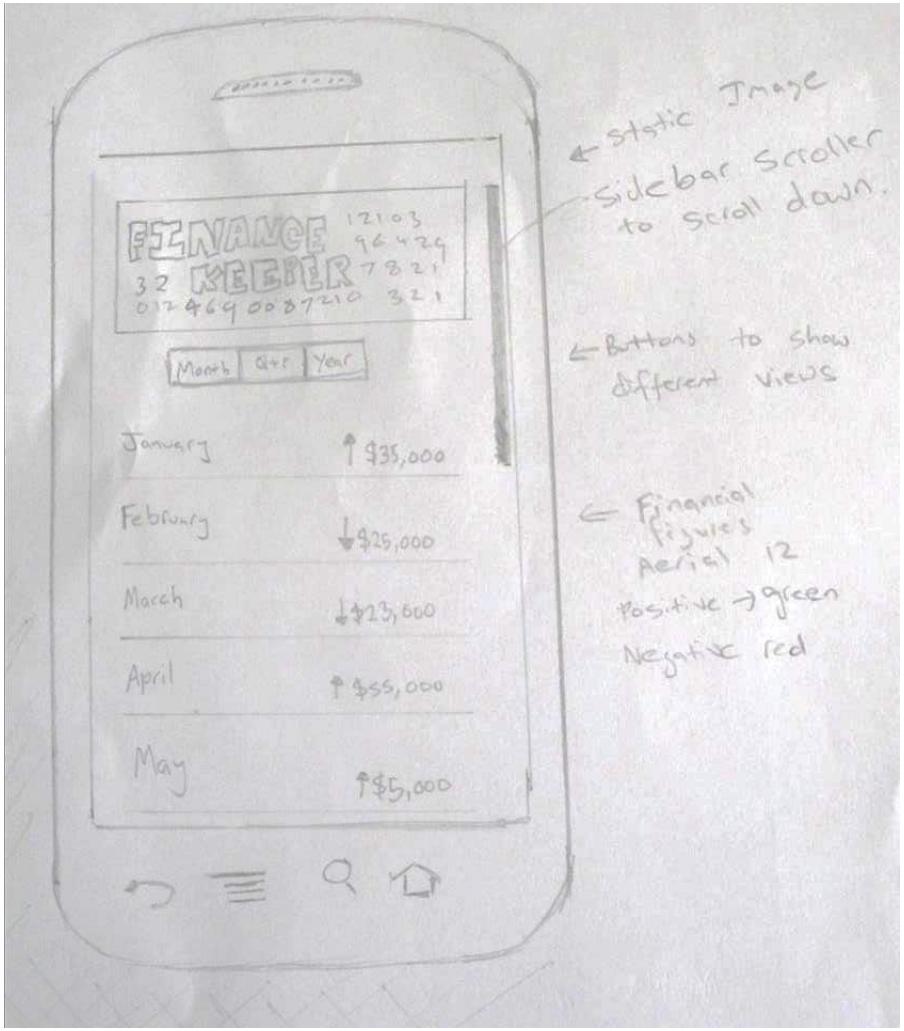
Microsoft *Milestone Build* Spiral Process

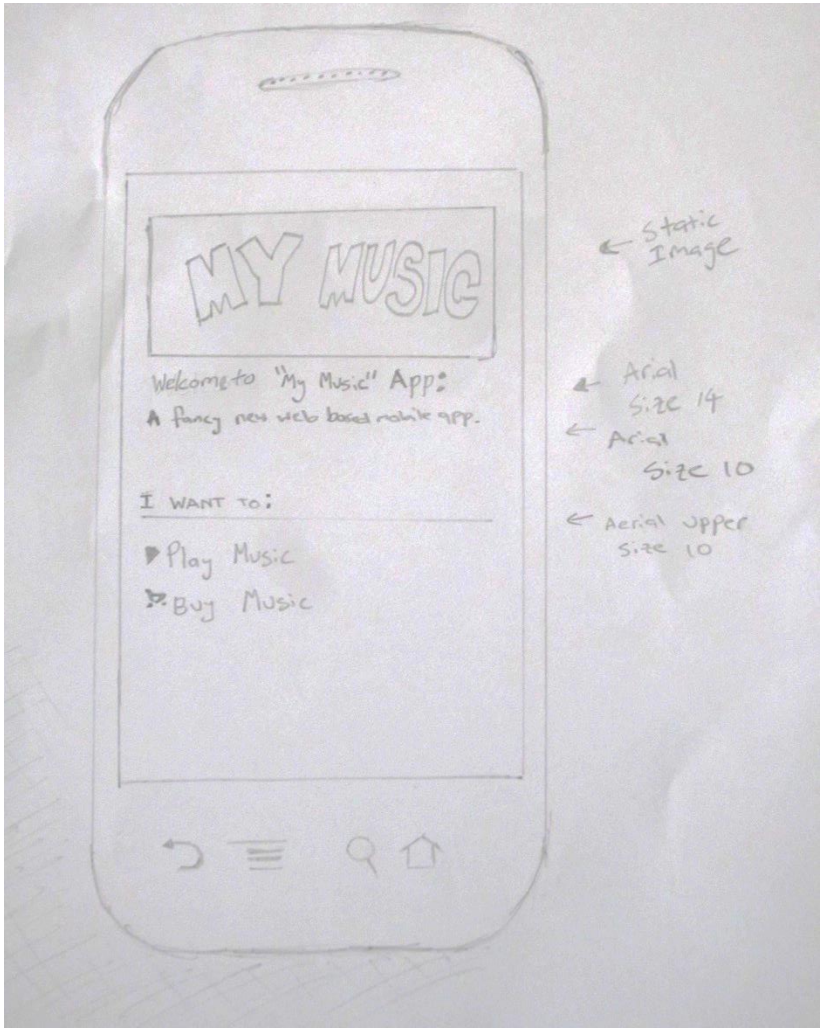


Friday's Assignment – Sketch Models and Looks Like Model

- Prepare a 5-minute presentation that includes your:
  - mission statement,
  - critical customer needs,
  - and the key innovation you expect to deliver new value to customers.
- Include a sketch of the selected concept or concepts
- Show two or more detailed designs/models of the most promising product concept(s) any key aspects of the concept that may be of concern. Models
- Representational (looks like) – no programming required
- Explain the key uncertainties you need to address to ensure a viable concept.

Example Illustrations





Template

Class Exercise – Arrange the follow elements into a Visual Representation of an App

Welcome to "My Music" App:

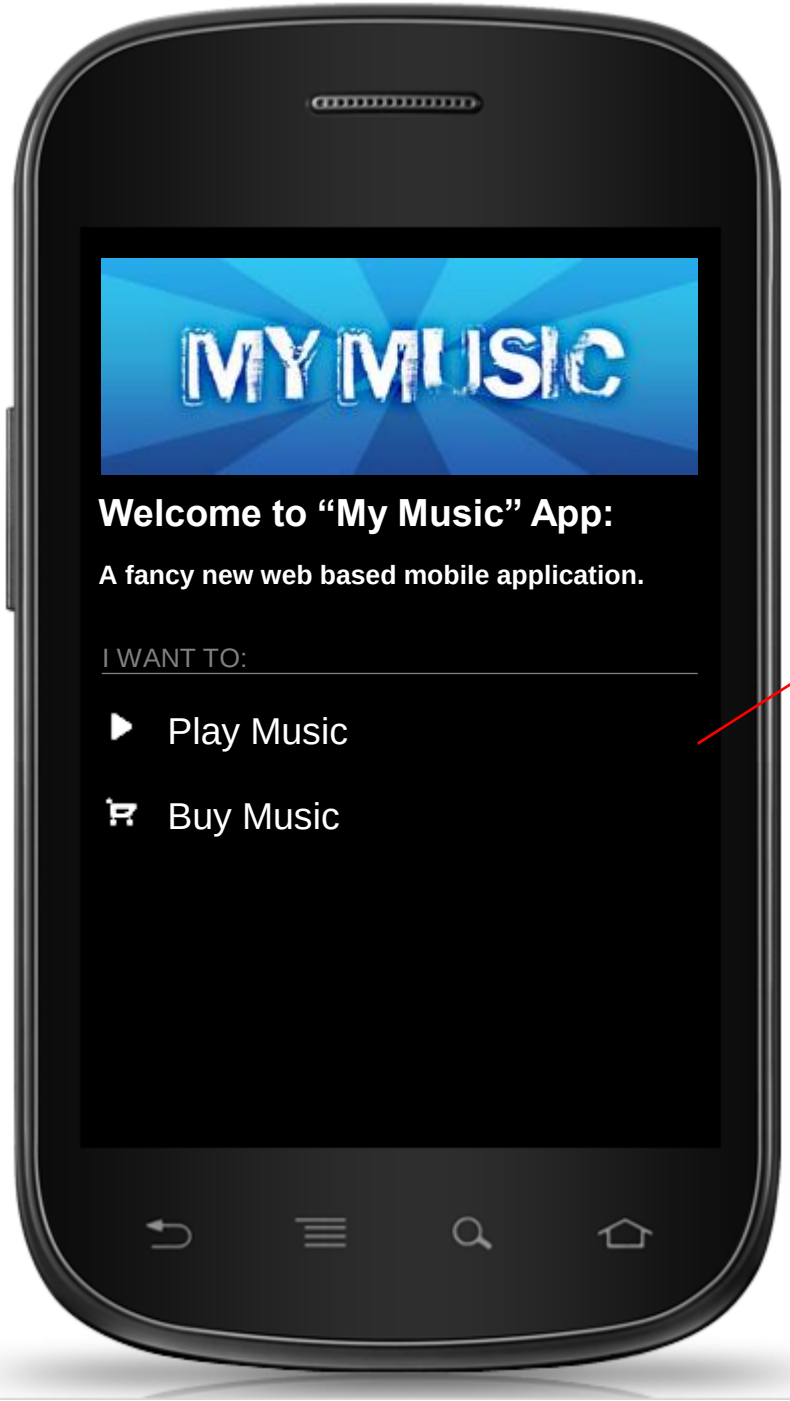
A fancy new web based mobile application.

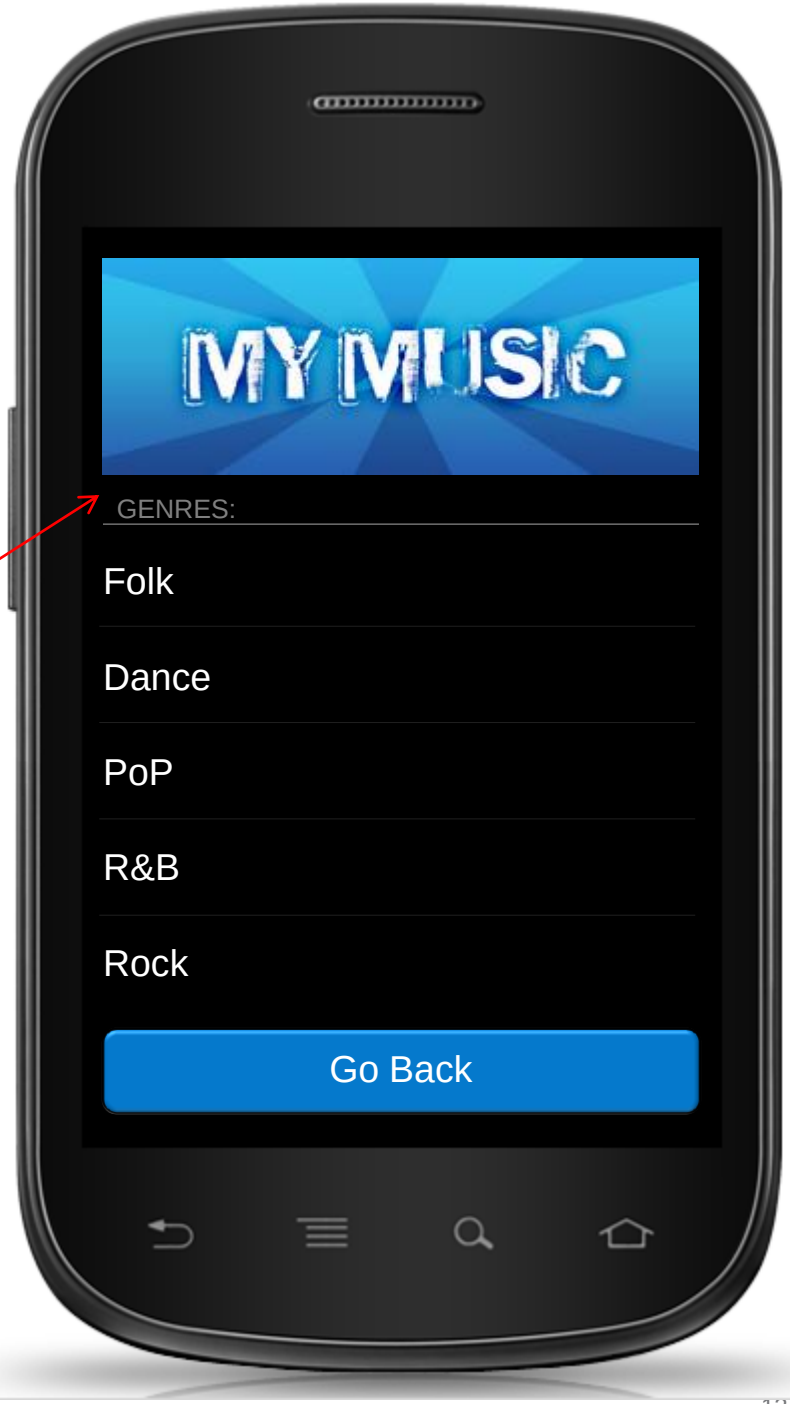
Buy Music

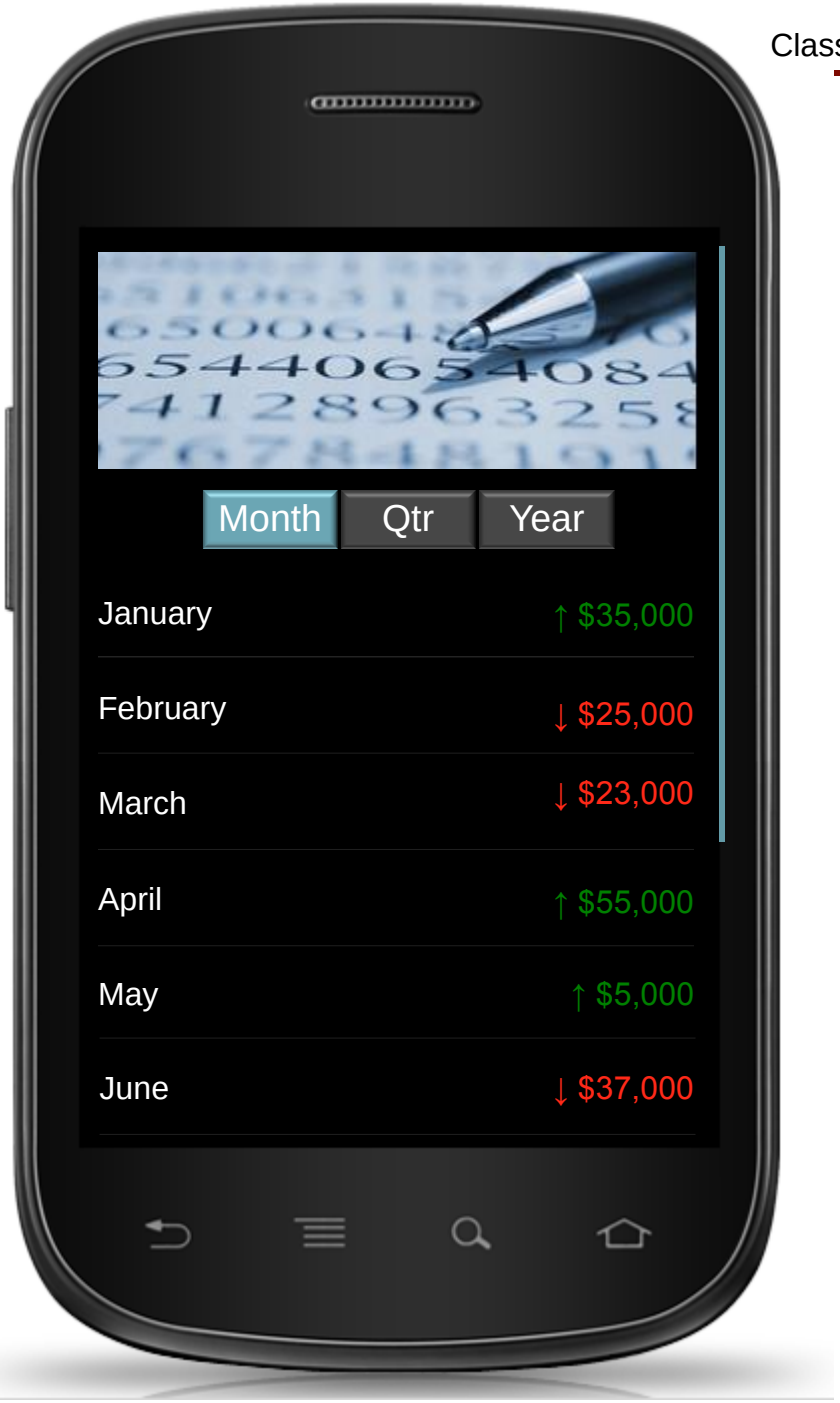
Play Music

I WANT TO:

MY MUSIC

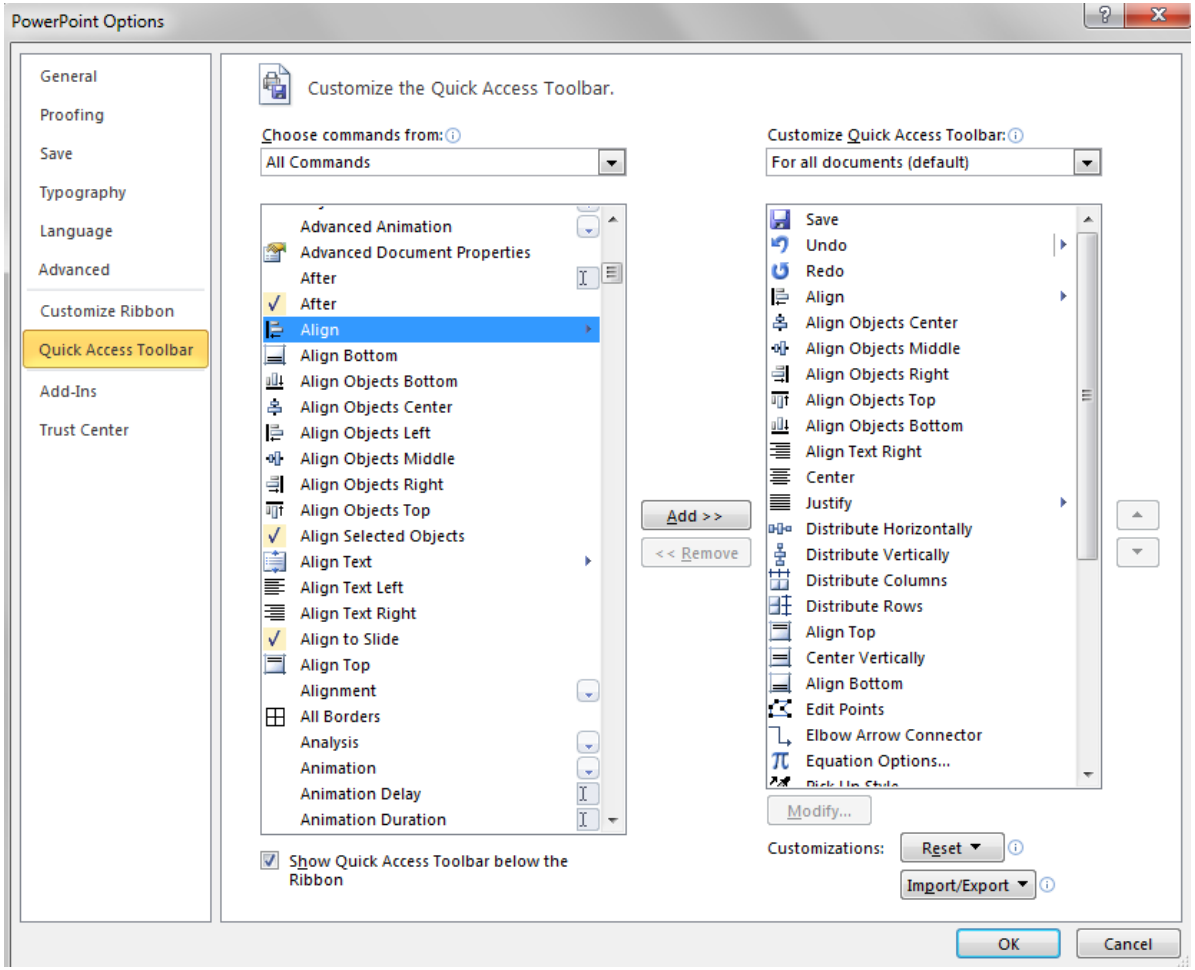

MY MUSIC
Welcome to “My Music” App:
A fancy new web based mobile application.
I WANT TO:
Play Music
Buy Music


MY MUSIC
GENRES:
Folk
Dance
PoP
R&B
Rock
Go Back


Month
Qtr
Year
January
↑ $35,000
February
↓ $25,000
March
↓ $23,000
April
↑ $55,000
May
↑ $5,000
June
↓ $37,000

Useful tips when drawing in powerpoint

Quick Items Shortcut



- Align Objects Left
- Align Objects Center
- Align Objects Middle
- Align Objects Right
- Alighn Objects Top
- Align Objects Bottom

- Align Text Left
- Align Text Right
- Center

- Distribute Horizontally
- Distribute Vertically

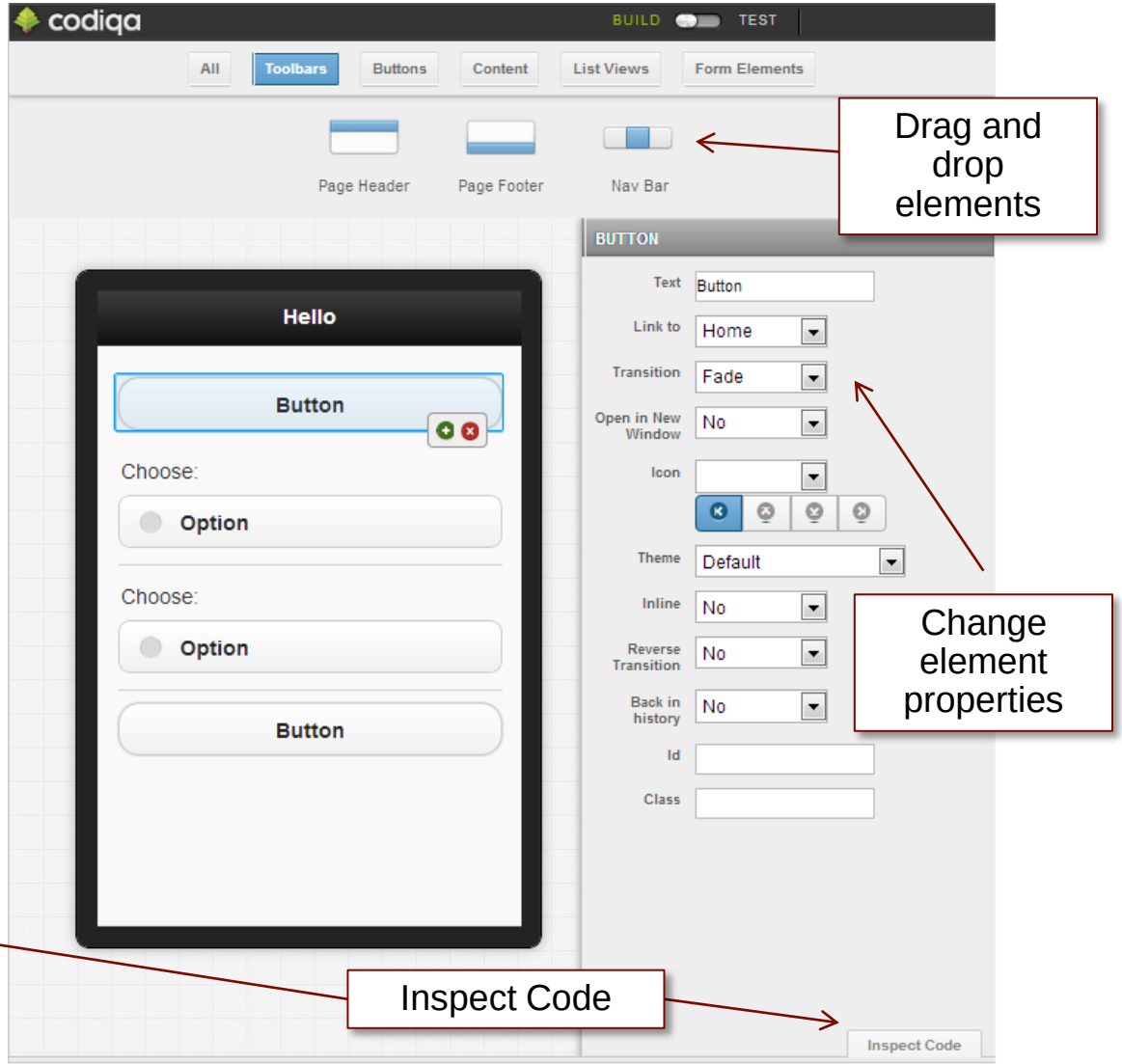
- Align Top
- Align Bottom

- Rotate Left
- Rotate Right

Experiment with Codiqa

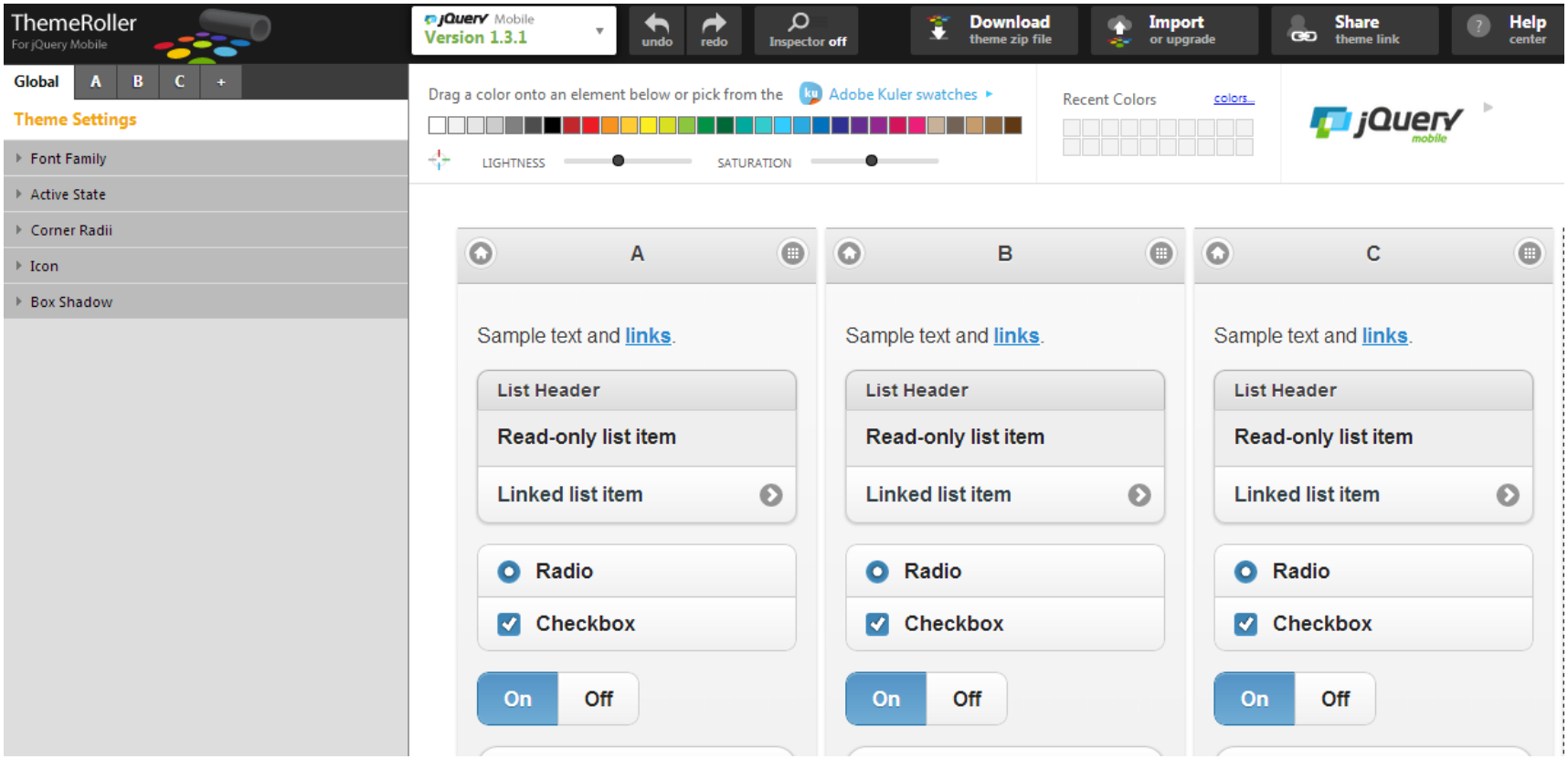
- Go To **http://jquerymobile.com/**
- Scroll down to the Codiqa page builder about half way down the page

1. Drag and drop elements
2. Change element properties
3. Click inspect code when done
4. Copy and paste code into a text editor for future reference and use in your projects

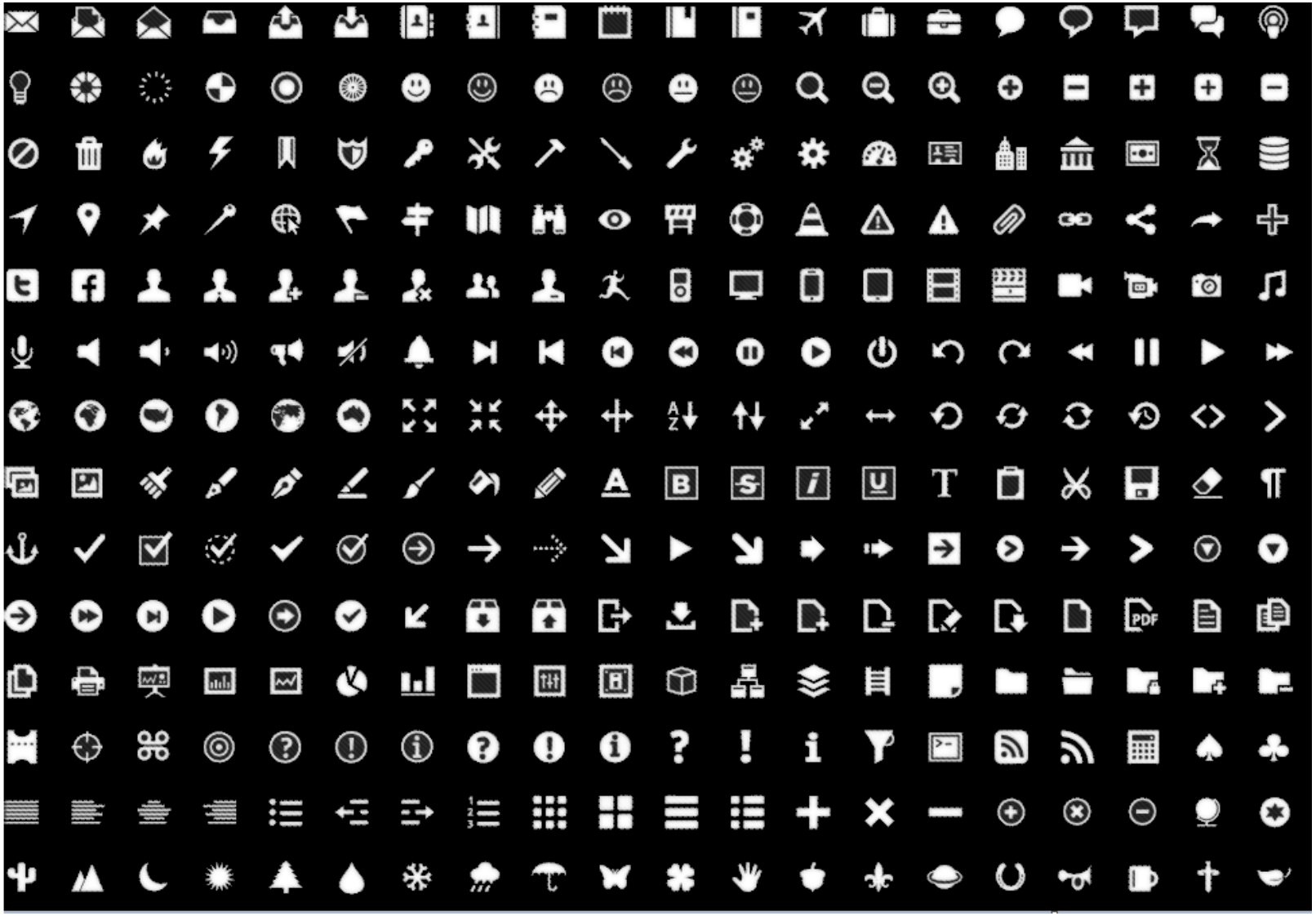


Feel free to Explore Jquery Themeroller for different colors/themes

- http://jquerymobile.com/themeroller/index.php



Appendix - Icons



Tomorrow

- Identifying Customer Needs
  - Assignment – Interview 10 customers
  - Identify other key stakeholders
- Product Specifications/ Requirements