2/July/2013

## Class 6 – Real-Win-Worth-It Presentations

Summer 2013

Accelerating Information Technology Innovation

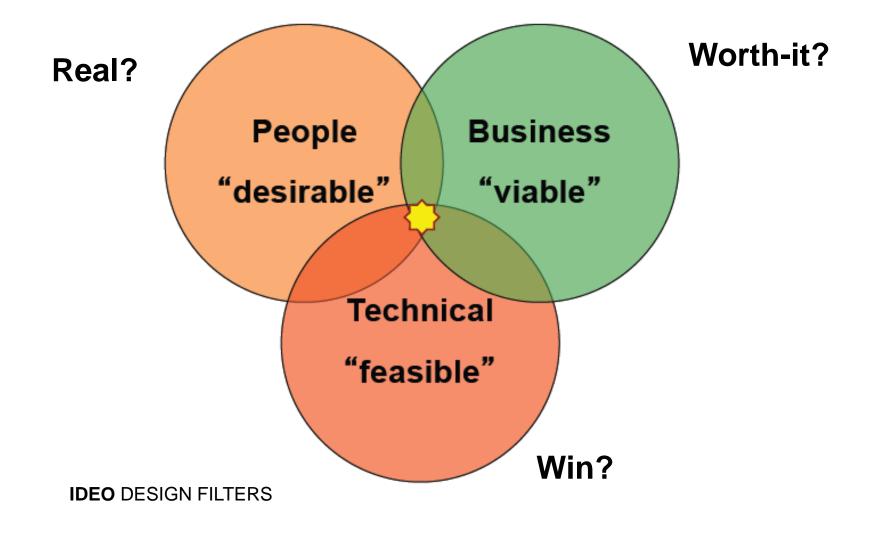








## All great ideas have three key properties:





## **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?

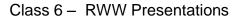
- Can we deliver the product in the required volume at the required cost?
- Can we establish a sustainable competitive advantage?
- Can we patent or brand the idea?

### 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* Ulrich and Eppinger, *Product Design and Development*, Chapter 3 – Opportunity Identification, 5th ed., McGraw-Hill, 2012. *Business Review*, December 2007.





## **Team RWW - Presentations**

Find Local Small Business and Tradesmen

SolMo

Events Advertiser

Native Prints

Electri-Checker

Campuz Tunez

George Assan Selase Dela-Brown Nathan Fletcher

Ahomka Mills-Robertson Ibrahim Khalil Soumahoro

Kwame Acquah Prophet Israel Agyeman-Prempeh

Benson Wachira Julateh k. Mulbah

Hubert Luv Agatha Adjoa Maison

Henry Nii Amarh Olletey Michael Elvis Eshun



## **Team RWW - Presentations**

- Football update
- Database Izzy Accezz
- Mobile Drug Authentication
- Baby Care
- CleanMo
- Ghana Art & Craft Portal

Courage Kpotosu-Agbezudor stejei@yahoo.com

Justice Kwabena Oppong David Wainaina

Nana Budu Coffie Asante Wilson Oteng

Obed Kobina Nsiah Anna Naami

shedrach akesse gyeni Dorcas Maku Tamatey Comfort Kiki

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

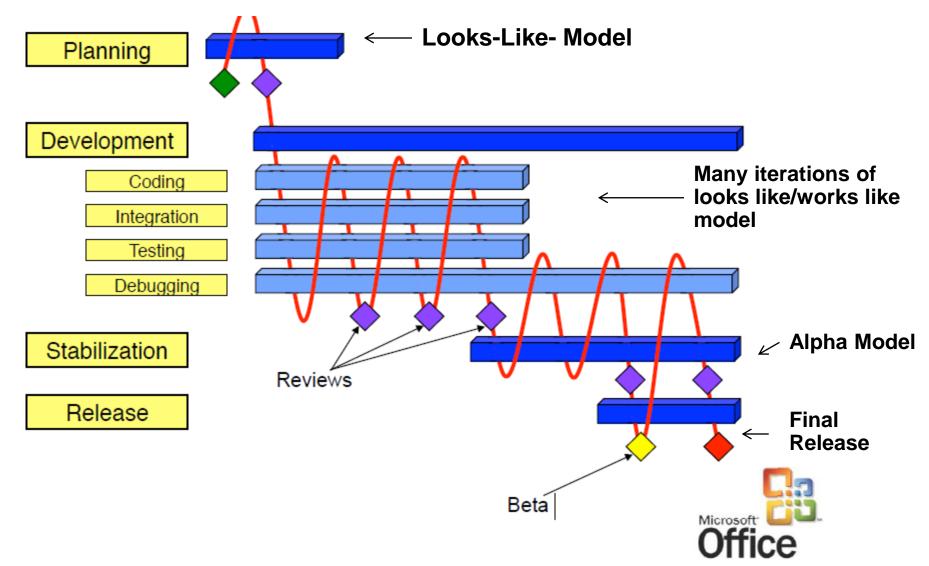
- Works, but does not look very good.
- Looks-like/Works-like Model
  - Looks and works like the final product. but not a production design (DFM)

## Alpha Prototype

 Looks and works like final product, represents the production design, tooling made from these files



## Microsoft Milestone Build Spiral Process





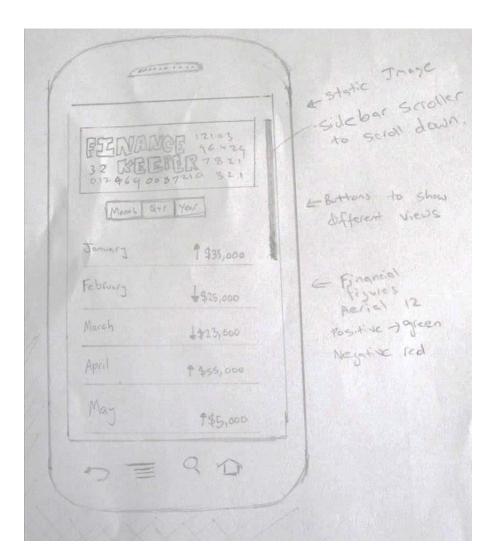
# Friday's Assignment – Sketch Models and Looks Like Model

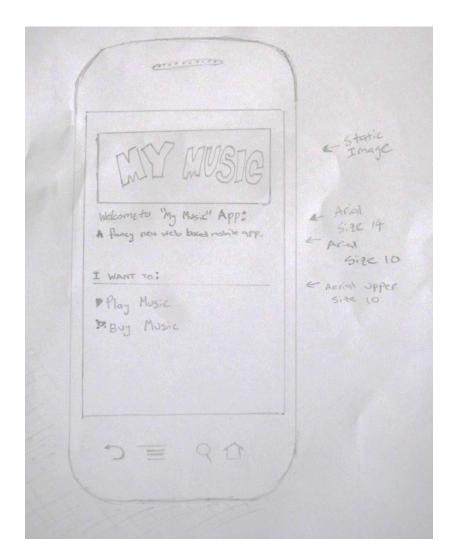
Prepare a 5-minute presentation that includes your:

- -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

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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

### Welcome to "My Music" App:

A fancy new web based mobile application.

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#### I WANT TO:

- Play Music
- 🛱 Buy Music

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## Useful tips when drawing in powerpoint

### **Quick Items Shortcut**

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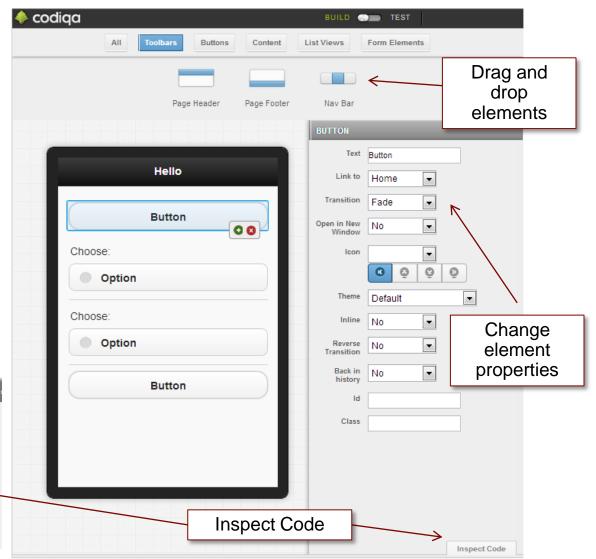
- Align Objects Left
- Align Objects Center
- Align Objects Middle
- Align Objects Right
- Alighn Objects Top
- Align Objects Bottom
- Align Text Left
- Align Text Right
- Center
- Distribute Horizontally
- Distribute Vertically
- Align Top
- Align Bottom
- Rotate Left
- Rotate Right

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## **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

1	Home	
2 -	<pre><div data-role="page" id="page1"> Indent 4</div></pre>	0
3 -	<div data-role="header" data-theme="a"></div>	
4 -	<h3></h3>	
5	Hello	
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7		
8 -	<div data-role="content"></div>	
9 -	<a data-role="button" href="#page1"></a>	
10	Button	
11		
12 -	<div data-role="fieldcontain"></div>	
13 -	<pre><fieldset data-role="controlgroup" data-type="vertical"></fieldset></pre>	
14 -	<legend></legend>	
15	Choose:	
16		
17	<input data-theme="c" id="radio2" name="" type="radio" value=""/>	
18 -	<label for="radio2"></label>	
19	Option	
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# Feel free to Explore Jquery Themeroller for different colors/themes

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

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## **Appendix - Icons**

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## Tomorrow

## Identifying Customer Needs

- Assignment Interview 10 customers
- Identify other key stakeholders
- Product Specifications/ Requirements