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Innovation Games Creating Breakthrough Products

Innovation Games Creating Breakthrough Products Through Collaborative Play. by Luke Hohmann (Author) The toughest part of innovation? Accurately predicting what customers want, need, and will pay for. Even if you ask them, they often can't explain what they want.

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to play it with customers.

Innovation games : creating breakthrough products through ...

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. The research is primary because the data collected is gathered directly from customers or prospects and is intended to answer a specific research question.

Innovation game - Wikipedia

The Art of Discovering Breakthrough Products. As venture capitalist Peter Thiel once put it, “competition is for losers”. It’s inevitable that every company must be out there battling for market share, but you don’t really want to be in a situation where the competition is so stiff that any potential upside is eroded away in the process—a scenario known as perfect

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