

FAST PROTOTYPING



THE
FUTURE
GAME

WHEN? / OBJECTIVES ✕

Once we have defined the critical and important features and quickly prototyping the solution.

TAKE INTO ACCOUNT ✕

If we are talking about a service, choose which is the key touchpoint to prototype.

WHAT DOES IT CONSIST ON? ✕

It is useful to shape ideas and define characteristics (size, shape, color, functions ...) quickly in a first version of it. The most important characteristics that have been talked about in previous phases try to bring them to this first prototype.

STEPS >>>

1

Having selected the priority characteristics of the product / service concept move on to generating a first rapid prototype. What are we going to prototype?

2

Think about whether it is a service / product / space ... and based on this identify how it can be prototyped and what materials can be most useful to do so. How are you going to prototype it? What do we need for it?

3

We made a first prototype of the possible solution using the materials toolkit. It can be a Lego model to represent a space, a prototype in real space where small modifications are included in the supermarket space, it can be the layout of a platform made with cardboard ...

INNOVATION RADAR



THE
FUTURE
GAME

WHEN? / OBJECTIVE



When we need to detect in what we are innovating and validating that the solution has potential.

TAKE INTO ACCOUNT



It can be interesting to prepare case studies of brands that innovate in each of the elements of the radar, so that each participant internalizes options to innovate and serve as inspiration for the challenge they face.

WHAT DOES IT CONSIST ON?



The innovation radar tool helps us identify where our solution is innovative, it is also used to detect where an organization can innovate and make this our starting point. This exercise helps us to locate the solution and its positioning with respect to the different radar criteria.

It could also be useful for:

- > To detect the positioning of an organization / brand in innovation according to the different points of the radar.
- > To devise new concepts based on radar criteria in a group dynamic.

STEPS >>>

1

Describe the concept in as much detail as possible.

2

On the Innovation Radar in the workforce, go over each of the points of the matrix and discuss the positioning of the solution.

3

Mark the current situation of the business in each of the areas (Product, Platform, Solutions, Consumer ...). The more to the center, the less innovation in this area, the further away from the center, the more innovation in this area.

4

Join all the dots and mark the area that currently makes up the business.

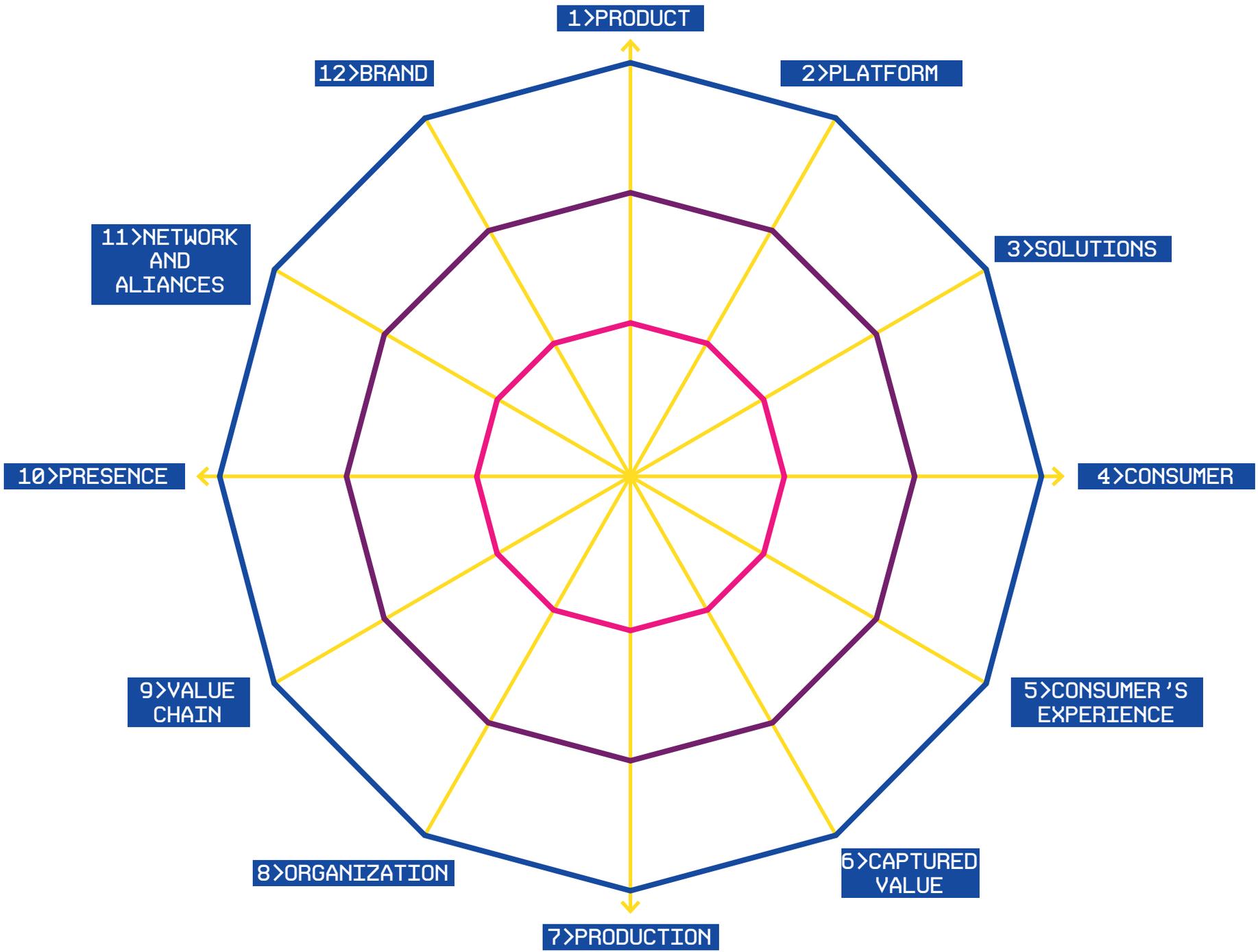
5

Discuss the potential of the business in each of the axes, and mark with another color the ideal. Some areas will remain as they are, in others you could consider lowering the degree of innovation and in others expand.

6

For that desirable future scenario, make a list of what needs the organization has or team to reach them.

INNOVATION RADAR



THE FUTURE GAME