Joys & Sorrows of Translating In-Person Experiences to Online Tools

Presentation to BayCHI
Luke Hohmann
Founder & CEO, Enthiosys, Inc.

Motivated from Within®
About Luke Hohmann

• Founder/CEO of Enthiosys
  – Agile Product Management consulting
  – Customer needs, roadmaps, business model
  – Product management mentoring and training
• Agile product guy
  – VP Bus Dev (Aladdin), VP Eng & Product Dev’t (Aurigin), VP Systems Eng (EDS Fleet Services)
  – Board of Agile Alliance
• Author, speaker, blogger
  – “Innovation Games”
  – “Beyond Software Architecture”
  – “Journey of the Software Professional”
  – agile PM blog at www.Enthiosys.com
• What design methods excite you?

• How will user interfaces evolve?

• What research methods do you want to learn?

• What speakers / topics interest you?
What Are Innovation Games®

Innovation Games® are serious games that solve a wide range of product strategy and management problems across the market lifecycle.

They can be played:
• with customers
• in-person or online
• within or across organizational units
• in single or multi-game formats
What Makes Innovation Games® Unique?

• Relaxed, “collaboratively competitive” structure
  – encourages teamwork
  – Increases sharing of information

• Games utilize verbal, written, visual and non-verbal forms of communication which create rich, nuanced information.

• Strong foundations cognitive psychology & organizational behavior research.
Innovation Game®: 
Prune the Product Tree

Goal:
Develop ideas for new products and services.

- Draw a graphic image of a tree to represent growth of the product/service.
- Add your current project portfolio / product roadmap as leaves and apples.
- 5 to 8 invited stakeholders are asked to shape the “growth” of your offering.
- Captures very rich information about perceptions of the future, timing of new concepts, and balance among delivered offerings

In-person
- Provides rich opportunity for “new” ideas

Online
- Captures data for sophisticated analysis of preferences
Prune the Product Tree
In Person
Prune the Product Tree -- Preparing

Planners choose images to represent growth.

Planners define layers and regions so that they will know where players are placing their ideas.

Planners select the kind & number of items that can be placed on the image during the game.
Place Initial Items

Any existing ideas or roadmap items are placed on the tree.
Playing the Game!

Players collaborate in real-time to place features/benefits (leaves/apples) on the tree.

All information is recorded and available for analysis.

An integrated chat facility enables you to understand player motivations.

Players label and describe their ideas.
Create Interpretations from the Results of Multiple Games

Game 1 Results

Game 2 Results

Interpretation

Game results are merged into a new game – which you can edit and shape, further process, or play with additional players.
Tabular Representation of Items for Post-Processing

<table>
<thead>
<tr>
<th>Items</th>
<th>Label</th>
<th>Description</th>
<th>When?</th>
<th>Area?</th>
<th>Ick</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple1</td>
<td>Player Lists</td>
<td>Allow facilitators to create lists of players that they can reuse over many games.</td>
<td>2009</td>
<td>Planning</td>
<td></td>
</tr>
<tr>
<td>GreenApple2</td>
<td>Item Relationships</td>
<td>Let players create relationships between items on the trees.</td>
<td>2010</td>
<td>Playing</td>
<td></td>
</tr>
<tr>
<td>GreenApple3</td>
<td>Free (Anonymous) Signup</td>
<td>Let anyone come in and join a game even if they don't have their email. Let them plug in a known code to join a game.</td>
<td>2009</td>
<td>Planning</td>
<td></td>
</tr>
<tr>
<td>Apple4</td>
<td>Speed Boat</td>
<td>Have an online speed boat game.</td>
<td>2010</td>
<td>Planning</td>
<td></td>
</tr>
<tr>
<td>GreenApple5</td>
<td>Bought items notification</td>
<td>Fun sound or visual when item is purchased. Assuming this is in Buy A Feature.</td>
<td>2010</td>
<td>Planning</td>
<td></td>
</tr>
<tr>
<td>GreenApple7</td>
<td>Start your Day game</td>
<td>This is a great game - add it online, too.</td>
<td>2010</td>
<td>Post-Processing</td>
<td></td>
</tr>
<tr>
<td>GreenApple8</td>
<td>I'm interested</td>
<td>Express interest in an item.</td>
<td>2011+</td>
<td>Planning</td>
<td></td>
</tr>
<tr>
<td>GreenApple10</td>
<td>New Item</td>
<td>I want innovation games online</td>
<td>2009</td>
<td>Post-Processing</td>
<td></td>
</tr>
<tr>
<td>Apple11</td>
<td>Product Box</td>
<td>Give me lots of creative capabilities w/o having to draw.</td>
<td>2011+</td>
<td>Playing</td>
<td></td>
</tr>
<tr>
<td>Apple12</td>
<td>Signal Money to give away</td>
<td>Signal to others I've got money to give away - in exchange for a favor of course.</td>
<td>2011+</td>
<td>Playing</td>
<td></td>
</tr>
<tr>
<td>Apple13</td>
<td>I hate this item</td>
<td>Signal items I hate - will pay others or the game to NOT include.</td>
<td>2010</td>
<td>Playing</td>
<td></td>
</tr>
</tbody>
</table>

Layers and regions enable planners to quickly determine where players have placed their items.

You can ask questions like “What are all of the features customers want in 2010?”
## Many Ways to Play: Parties and Galas

<table>
<thead>
<tr>
<th></th>
<th>What is it?</th>
<th>Who plays?</th>
<th>Facilitated?</th>
<th>Number of players?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Party</strong></td>
<td>A “dinner party”.</td>
<td>You select and control participants</td>
<td>Yes</td>
<td>5..8</td>
</tr>
<tr>
<td><strong>Gala</strong></td>
<td>An “open seating event”</td>
<td>Random participants based on a shared URL</td>
<td>No</td>
<td>9+</td>
</tr>
</tbody>
</table>

Dude, you sharded collaboration! (friend from Google)
Processes that worked

• Lots of lo-fi prototypes
• Lots of fast iterations
• Dan and David pairing
• Near daily stand-ups with India (but exhausting, both physically and mentally)
Early Lo-Fi
Early Lo-Fi
Early Lo-Fi
Iteration Means Do Over!
And Over...

Players have consistently requested that they be allowed to update the label and description of the item directly in this box. Please make these boxes editable with an update button.

Up / Down arrows to Show / Hide these parts of the information.

Players have consistently said that they want to see the actions of the objects near the item information, since knowing who created the item and who moved the item and who edited the item all help them in understanding the game play.

Please note that the user actions tab, which represents the “global history” of the game, is NOT affected by this redesign. Please leave this untouched.
Better than expected?

- Layers and regions and polygon drawing tool
- The initial placement of items
- The limited size of the game board
- Interpretations
What we *must* improve

• Inviting and managing players we need the lobby
• The chats and comments on items and the way we present information during the game just don’t seem quite right
• Player presence
• Background and item images
Thank You !!!

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Innovation Through Understanding®

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