

Product Innovation Game

Objective: To create a product from distributed materials. The emphasis is on creativity.

Materials: Provided by teacher.

Directions:

1. Students will be divided into groups.
2. Each group will be given an identical set of materials.
3. You have 20 minutes to create your product and 1 minute to present.
4. You are to use your assigned materials to create a new product. You can create a “real” product or a “fantasy” product. Be creative.
5. You will present your product to the class. Include the name of your product, its features and benefits, and a profile of its customers (age, gender, needs, interests, and so on).

Evaluation:

1. You will be assessed on your understanding of the objective. (5pts)
2. You will be evaluated on the type of product you create. (5pts)
3. You will be judged on your rationales for developing the product. (5pts)