



Iterative Prototyping Workshop

How can you transform your rough ideas into a working prototype for feedback?
How can you translate interesting ideas from the field into scalable innovations?

The Iterative Prototyping Workshop utilizes a hands on, immersive approach to build tangible prototypes of your ideas. You'll work with experienced architects, designers and other innovation artisans to iteratively build prototypes to learn not what is right about your prototype, but what is wrong with it.

Overview

The Iterative Prototyping Workshop is an intensive experience of short instructional lectures, demonstrations, and guided, hands-on building. You'll learn about innovation maps — to help you identify the assets you have, the assets you'll need, and how to leverage your existing ecosystem — so you can execute with distinction up and down your value chain.

Unlike other Executive Education programs that use the case study method or generate “blue sky” solutions, our workshops are designed to build new solutions that don't require massive overhauls of existing operating processes. You'll take away a detailed Design Brief, multiple prototypes of your solution, and initial customer feedback. So if you need to stop talking and start building, then this workshop is for you.

Who should attend

This Workshop is for senior managers and individual contributors responsible for developing new products or services, or solving complex problems for an organization. It is distinctly designed for Marketing, Sales, Product Development, Customer Experience, Innovation, and R&D professionals. Specifically:

- Managers who want to kick-start, accelerate, or cross-functionally collaborate on important projects
- Individuals responsible for operational execution of innovative solutions
- Agency, consultancy or design partners critical to the implementation and communication of new ideas

2016 Workshop Dates:

February 23 – 25 Apply by 1/22

March 22 – 24 Apply by 2/22

April 19 – 21 Apply by 3/19

May 17 – 19 Apply by 4/17

Contact us for alternative dates

Tuition:

\$6,500 USD

Contact us for group rates

Program tuition includes course materials, skilled artisan prototyping and prototype feedback (see Key Activities), breakfast and lunch each day. Lodging and travel not included.

Questions? Contact Karen Doyle:

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Workshop Key Activities

Research review: What is the data telling us?

Understanding what customers want, need, and will pay for will ground your thinking and ensure you have a human-centric understanding of what is motivating, compelling and inspiring.



You and your team will:

- Review what you know, don't know but can find out, and can't know
- Synthesize and analyze your findings to discover what you want your prototype to test
- Convert these test propositions into a Design Brief to inspire your initial prototype

Prototyping: What can you build or create?

Using your Design Brief, your team will partner with illustrators, graphic designers, IT architects, UX architects and other innovation artisans. As a group, you'll go to the Maker's Lab at Duke University to rapidly prototype to your

Sample Day:

Breakfast

Full breakfast at Duke Innovation & Entrepreneurship workspace

Morning Session I

Research Review

Morning Session II

Synthesis and Analysis

Lunch

Lunch and Learn with a University Professor specializing in your field.

Afternoon Session I

Rough Design

Afternoon Session II

Rapid Prototyping

Evening

Cocktail Reception and networking with Workshop participants

potential solutions. You will be able to create the "look and feel" of your solution so you can take it to customers for feedback and learning.

Feedback: What's wrong with your prototype?

Next, you'll gather some feedback on your prototype. The goal of the feedback is not to find out what's right with it, but rather what's wrong with it. At this point, you aren't trying to see if you can "sell" your innovation. Instead, you're trying to find out how much you can learn because this learning will substantially improve your innovation and, therefore, reduce your concept risk.

Mini Case Study

Iterative prototyping helps optimize your innovation:

An agricultural equipment manufacturer conducted a detailed segmentation of the U.S. market and believed it could centralize sales and service operations in the field. Before investing in a centralized system, the manufacturer built prototypes to model how sales and service inbound calls would be handled.

The initial prototypes mapped out information flows from distributors, service centers, finance companies, and even the vehicles themselves. This wealth of data provided information about vehicles going out of warranty, needing maintenance, and how customers could refinance their equipment at lower rates.

However, when customers offered feedback, the manufacturer discovered a few major flaws. While large agricultural firms loved the data integration, small independent farmers found no value in it. Further probing revealed that large agricultural firms valued the data because they wanted to optimize performance of their equipment, whereas the small independent farmers cared only about extending the life of their equipment.

Armed with this knowledge, the manufacturer still consolidated the data flows, but used centralized call center agents for large agricultural firms and assigned local field agents to provide personalized assistance for small independent farmers. The centralized call center cost savings more than offset the incremental expense of hiring field agents.



Let's go build something!

Visit msq.co for more info and to apply.