Class 6 – Real-Win-Worth-It Presentations

Summer 2013

Accelerating Information Technology Innovation
All great ideas have three key properties:

Real?
People “desirable”
Technical “feasible”
Worth-it?
Business “viable”
Win?
Real-Win-Worth It - Presentations

- **Is the opportunity real?**
  - Is there a real market that we can serve with the product?
  - Consider the market size, potential pricing, and availability of technology.

- **Can we win with this opportunity?**
  - Can we deliver the product in the required volume at the required cost?
  - Can we establish a sustainable competitive advantage?
  - Can we patent or brand the idea?

- **Are we more capable of executing it than competitors?**
  - Is the opportunity worth it financially?
  - Do we have access to the necessary resources (financial, developmental, supply chain)?
  - Will the investment be rewarded with appropriate returns?

References
Team RWW - Presentations

- Find Local Small Business and Tradesmen

- SolMo

- Events Advertiser

- Native Prints

- Electri-Checker

- Campuz Tunez

George Assan
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Agatha Adjoa Maison

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Team RWW - Presentations

- Football update
- Database Izzy Accezz
- Mobile Drug Authentication
- Baby Care
- CleanMo
- Ghana Art & Craft Portal

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Class 6 – Introduction to Prototyping

Summer 2013

Accelerating Information Technology Innovation
Types of Prototypes

- **Sketch Models**
  - Very rough, for learning about ergonomics, form, etc

- **Looks-like Model**
  - Looks great, but does not work

- **Works-like Model**
  - Works, but does not look very good.

- **Looks-like/Works-like Model**
  - Looks and works like the final product, but not a production design (DFM)

- **Alpha Prototype**
  - Looks and works like final product, represents the production design, tooling made from these files
Microsoft *Milestone Build* Spiral Process

- **Planning**
  - Looks-Like-Model

- **Development**
  - Coding
  - Integration
  - Testing
  - Debugging

- **Stabilization**

- **Release**

Many iterations of looks like/works like model

- Alpha Model
- Final Release

Class 6 – Introduction to Prototyping
Friday’s Assignment – Sketch Models and Looks Like Model

- Prepare a 5-minute presentation that includes your:
  - mission statement,
  - critical customer needs,
  - and the key innovation you expect to deliver new value to customers.

- Include a sketch of the selected concept or concepts

- Show two or more detailed designs/models of the most promising product concept(s) any key aspects of the concept that may be of concern. Models

- Representational (looks like) – no programming required

- Explain the key uncertainties you need to address to ensure a viable concept.
Example Illustrations
Template
Class Exercise –
Arrange the follow elements into a Visual Representation of an App

Welcome to “My Music” App:
A fancy new web based mobile application.

- Buy Music
- Play Music

I WANT TO:
Welcome to “My Music” App:
A fancy new web based mobile application.

I WANT TO:

- Play Music
- Buy Music

GENRES:
- Folk
- Dance
- PoP
- R&B
- Rock

Go Back
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Class 6 – Introduction to Prototyping
Useful tips when drawing in PowerPoint

Quick Items Shortcut

- Align Objects Left
- Align Objects Center
- Align Objects Middle
- Align Objects Right
- Align Objects Top
- Align Objects Bottom
- Align Text Left
- Align Text Right
- Center
- Distribute Horizontally
- Distribute Vertically
- Align Top
- Align Bottom
- Rotate Left
- Rotate Right
Experiment with Codiqa

- Go To [http://jquerymobile.com/](http://jquerymobile.com/)
- Scroll down to the Codiqa page builder about half way down the page

1. Drag and drop elements
2. Change element properties
3. Click inspect code when done
4. Copy and paste code into a text editor for future reference and use in your projects
Feel free to Explore Jquery Themeroller for different colors/themes

http://jquerymobile.com/themeroller/index.php
Appendix - Icons
Tomorrow

- Identifying Customer Needs
  - Assignment – Interview 10 customers
  - Identify other key stakeholders

- Product Specifications/ Requirements