

8. Launch you next idea before it is ready

Harvard Business Review: <https://www.youtube.com/watch?v=N-BX0jzmS1w&t=19s>

Date: 2012 / **Author:** Tom Hulme [Design director IDEO] / **Time:** 2:47

Introduction

i) What we repeatedly hear?	
ii) What do prototypes do?	<i>Bring ideas to life.</i>
iii) What's the problem?	
iv) Why doesn't this work?	

___ / 3

1. _____

Place the product in the real environment

Example:

v) Company	
vi) Action taken	
vii) Feedback	

___ / 4

2. _____

New technology allows us to test products with specific groups on the mass market

Example:

viii) Company	
ix) Action taken	
x) Feedback	

___ / 4

3. _____

a faked version of your product

Example:

xi) Company	
xii) Action taken	
xiii) Feedback	

___ / 4

Summary

xiv) Launching new products and services can seem risky. The idea could be **c** _____ or **e** _____ to launch with something less than perfect. But testing in the real world is **f** _____, lower **c** _____ and less **r** _____.

___ / 5

Overall Score: ___ / 20

8. Launch you next idea before it is ready **ANSWERS**

Date: 2012 / **Author:** Tom Hulme [Design director IDEO] / **Time:** 2:47

Introduction

i) What we repeatedly hear?	Fail fast, fail cheap and move on.
ii) What do prototypes do?	<i>Brings ideas to life.</i>
iii) What's the problem?	But most designed, built & evaluated in company or with a focus group of hand-picked customers
iv) Why doesn't this work?	It's not representative of the real world

___ / 3

1. Skip the focus group

Place the product in the real environment

Example:

v) Company	V-Water (soft drink product) acquired by Pepsi
vi) Action taken	Co-founder took a prototype & put it on the shelf of his local supermarket. He'd ask shoppers why they choose or ignored it
vii) Feedback	Immediate feedback from real people and a real context.

___ / 4

2. Test its appeal online

New technology allows us to test products with specific groups on the mass market

Example:

viii) Company	Zinger
ix) Action taken	Created a 5-word pitch for a new game and posted on a website popular with a target market
x) Feedback	Company can assess interest – minimising the chance of market rejection

___ / 4

3. Launch a mock version

a faked version of your product

Example:

xi) Company	In-to-it – a technology company
xii) Action taken	Tested a new SMS service to Indian farmers. Instead of building a fully working platform, they built a convincing mock up in 7 weeks
xiii) Feedback	Farmers embraced the product & confirmed the service fulfilled a real need. The build helped incorporate the feedback from the trials.

___ / 4

Summary

xiv) Launching new products and services can seem risky. The idea could be **copied** or **embarrassing** to launch with something less than perfect. But testing in the real world is **faster**, lower **cost** and less **risky**.

___ / 5

Overall Score: ___ / 20