

ACTIVITY

“Out of the Box” Prototype

DEBRIEFING TOPICS:

Breakthrough Thinking Process, Quality, Paradigms, Cognitive Style, Leadership, Communication.

MATERIALS NEEDED:

Timers, one box of materials for each group of 6-8. (See next page.)

SPECIAL SAFETY:

There are no inherent safety concerns here.

OBJECT:

To have each group invent a prototype and reproduce it.

PROCEDURE:

- Set the group up for a challenge that will give them a chance to apply what they have been learning about breakthrough thinking and FourSight preferences.
- Set the challenge: to identify any kind of unmet consumer need.” If stuck use the statement starter: “I wish they would invent a...”
Invent a PROTOTYPE with at least 12 parts that meets the unmet need
Once one prototype is developed, make 5 identical copies of it. (The result is not a working prototype and can be fanciful.)
Everyone must have a task
- Give the directions often helpful to post or have on a sheet of paper.. Retrieve the box that is under your table (or wherever.)
Invent something that meets an unmet need.
Make five identical copies of your original prototype.
Give your new product a title, write a description of it and be prepared to present it.
- Ready set go depending on your level of good will give between 15 and 20 minutes to complete the task (stick with one time the natives get restless with facilitators that change the rules mid-stream.)

Box Contents:

12 pipe cleaner stems	18 Tiny-spring Clothespins
12 Jumbo craft sticks (tongue depressors)	6 Doll pin stands
24 Colored Skill Sticks	1 Felt tip "Stix" marker
24 Craft stick minis	1 pair of scissors
12 Twists	1 roll of tape
8 Balloons (9")	

Directions

- 1) Retrieve the box that is under your table
- 2) Invent something that meets an unmet need
- 3) Make five identical copies of your original prototype
- 4) Give your new product a title, write a description of it and be prepared to present it to the judges

Your Task

You have 20 minutes to:

Identify any kind of unmet consumer need.
Ask yourself "I wish they would invent a..."

Invent a PROTOTYPE with at least 12 parts
that meets the unmet need.

Once one prototype is developed, make 5 identical copies.
(The end result is not a working prototype and can be fanciful.)

Everyone must have a task to perform.

[Blair Miller, 2003]