



# **Killer Apps Rule 7**

## **A Demo is worth thousand pages of business plan**

# Committing to a project



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- Project plan is defined before the innovation is fully understood
- Pilot is planned, goal is set, The Plan is done
  - People become committed to the project, it must be finished
  - Plan to fix issues once they come up during the pilot
- Problem: a lot of money is committed, fixes later might be impossible, product might be wrong, implementation bad
  - Bad implementation of a good idea, idea not understood properly
- Fix: create smaller cheaper prototypes to test and clarify the solution
  - Less planning, more testing

# Prototyping



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- Think and plan smaller explorative projects, prototypes, don't commit to any kind of release
- Test options to find issues
  - 9-3-1 model in car design
  - Pixar storyboards
- Crystallize the idea and requirements from fragments of information
- Big company benefit: small tests are relatively inexpensive, can help bring millions
  - McDonalds prototyping locally, works globally
- Create more prototypes based on the feedback received from the first ones
- Pros:
  - “allowed” to fail
  - smaller initial personnel and monetary commitment
  - no PR loss for failed project
  - clarifies problems
- Negatives:
  - company culture issues, prototypes aren't allowed to explore properly
  - prototypes don't promise revenue
  - no clear cut budgets

# Demo



- Functional demo of a prototype with customer point of view
- Hands-on, let users test it themselves
  - Offer alternatives
- Get comments from non-designer perspective, design might not be obvious to non-engineers
- “You have to show me some stuff, and I’ll know it when I see it.” - Steve Jobs
- Customers might not know what they want, or don’t know how to express it
- Collect feedback, analyze, improve, create new prototype, demo again

# Deciding on the future



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- After prototyping and demos there are a few paths that can be taken
  - Cancel the project if it is not feasible
  - Continue prototyping
  - Implement and move on to the pilot phase
  - Set the project aside until later time
  - Worst cast: proceed to the market with flawed product
- “Any clear information represents success” - Prototyping and demos are a learning tool

# Questions



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What kind of advantages and disadvantages do large companies have over smaller companies when prototyping?