

IE 101 | Innovation and Entrepreneurship 101

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Game-based Exercises: Build-Test

Choose one option, or assign two across consecutive class meetings. Each exercise should connect back to the team's current project evidence.

Drawing Communication

Why play: Teams test whether the updated story can be understood by someone outside the build team.

Set-up: Pair a project team member with a listener who has not seen the prototype.

Play the Game: Describe the demo flow verbally. The listener sketches what they think the product does.

Reflection Questions: Where did the listener's sketch diverge from the team's intent? What should change before the next demo?

Lego Instructions from an Architect

Why play: Students connect build instructions to product usability and demo reliability.

Set-up: Prepare a small Lego model or equivalent object with written build instructions.

Play the Game: Another team builds from the instructions only, then gives feedback on missing steps.

Reflection Questions: What did the builder need that the designer forgot to say? What does this reveal about your product instructions or onboarding?