

IE 101 | Innovation and Entrepreneurship 101

Author: Ikhtlaq Sidhu

IE Silicon Valley Hub | CITRIS | UC Berkeley | Free to use | Downloadable by chapter | Continuously updated

Game-based Exercises: Story

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: Students learn that a story can fail even when the speaker thinks the instructions are obvious.

Set-up: Pair students back-to-back. One receives a simple drawing; the other receives blank paper.

Play the Game: The first student describes the drawing without showing it. The second recreates it. Compare results.

Reflection Questions: Which words created clarity? Where did assumptions enter? How does this apply to explaining a product?

Lego Instructions from an Architect

Why play: Teams experience the difference between expert intent and user interpretation.

Set-up: One student designs a simple Lego structure and writes instructions. Another team builds from the instructions only.

Play the Game: Build, compare, revise the instructions, and build again.

Reflection Questions: What was missing from the first version? How can teams test whether users understand the intended experience?