

Using Games to Understand Tradeoffs in Designing Across Technology Domains

Bowen Yan, Jeff Alstott, Jianxi Luo
and You!



SINGAPORE UNIVERSITY OF
TECHNOLOGY AND DESIGN



SUTD-MIT
INTERNATIONAL
DESIGN
CENTRE

Undertake the impossible,
Design the unexpected



Go here now:

innogps.sutd.edu.sg/game.html

OR

bit.ly/28SmaRN

Game of Design Innovation



SINGAPORE UNIVERSITY OF
TECHNOLOGY AND DESIGN

Established in collaboration with MIT



SUTD-MIT
INTERNATIONAL
DESIGN
CENTRE (IDC)

Innovation Ready Design



Name:

Occupation:

Institution:

Email:

Submit



SINGAPORE UNIVERSITY OF
TECHNOLOGY AND DESIGN

Established in collaboration with MIT



SUTD-MIT
INTERNATIONAL
DESIGN
CENTRE (IDC)

Innovation Ready Design

Build a design portfolio

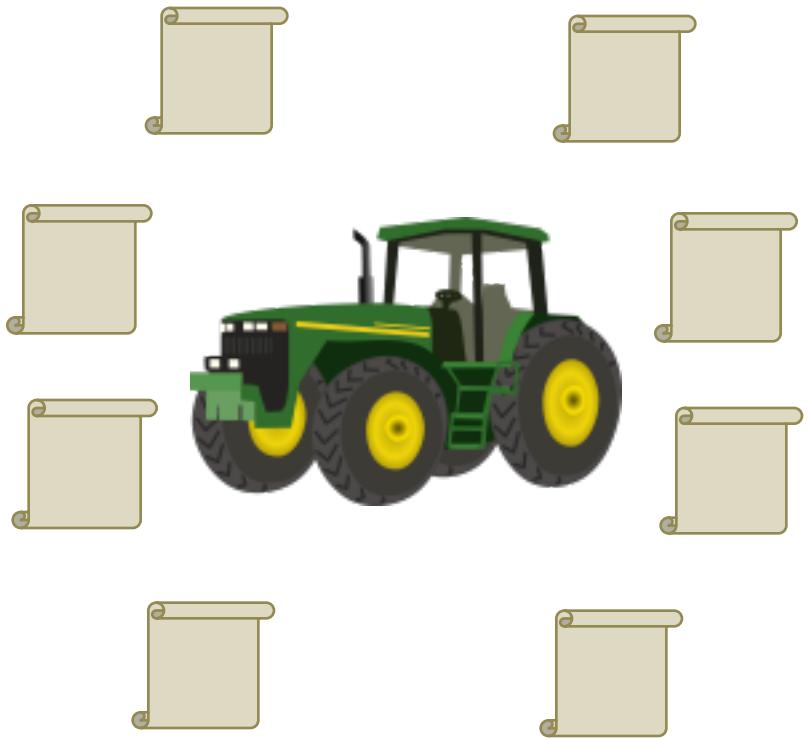
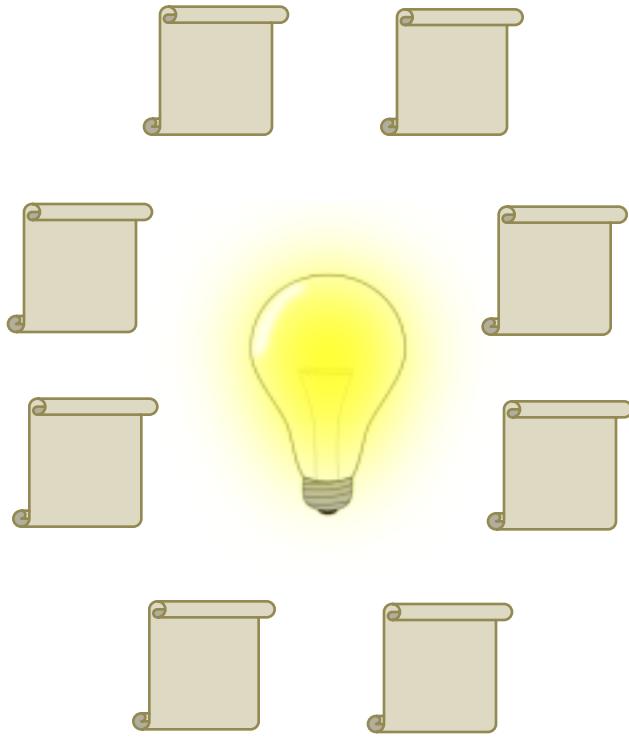
You are an inventor who has started your career with knowledge of how to design in a single technology domain. You can expand your portfolio by entering new domains, but you can only enter domains that are related to your current portfolio.

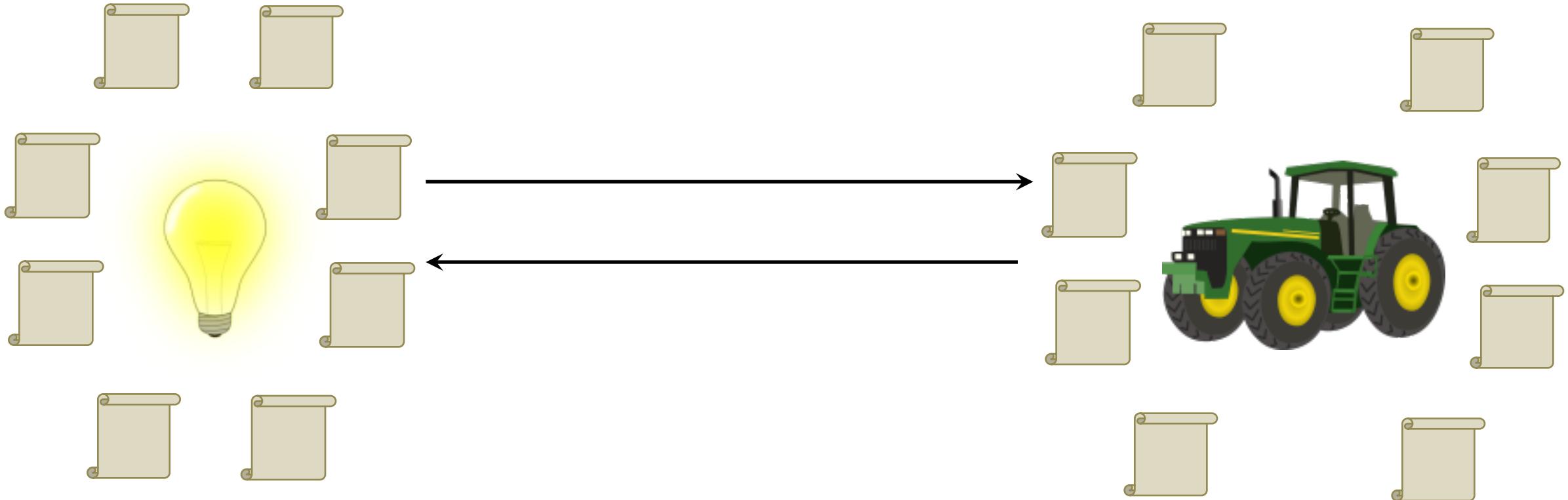
Technology domains are represented by circles, and the domains in your portfolio are highlighted. Pairs of domains have a link between them: they are related domains. Domains can be strongly related (thick links) or weakly related (thin links). Click a link to move along it, adding a new domain to your design portfolio.

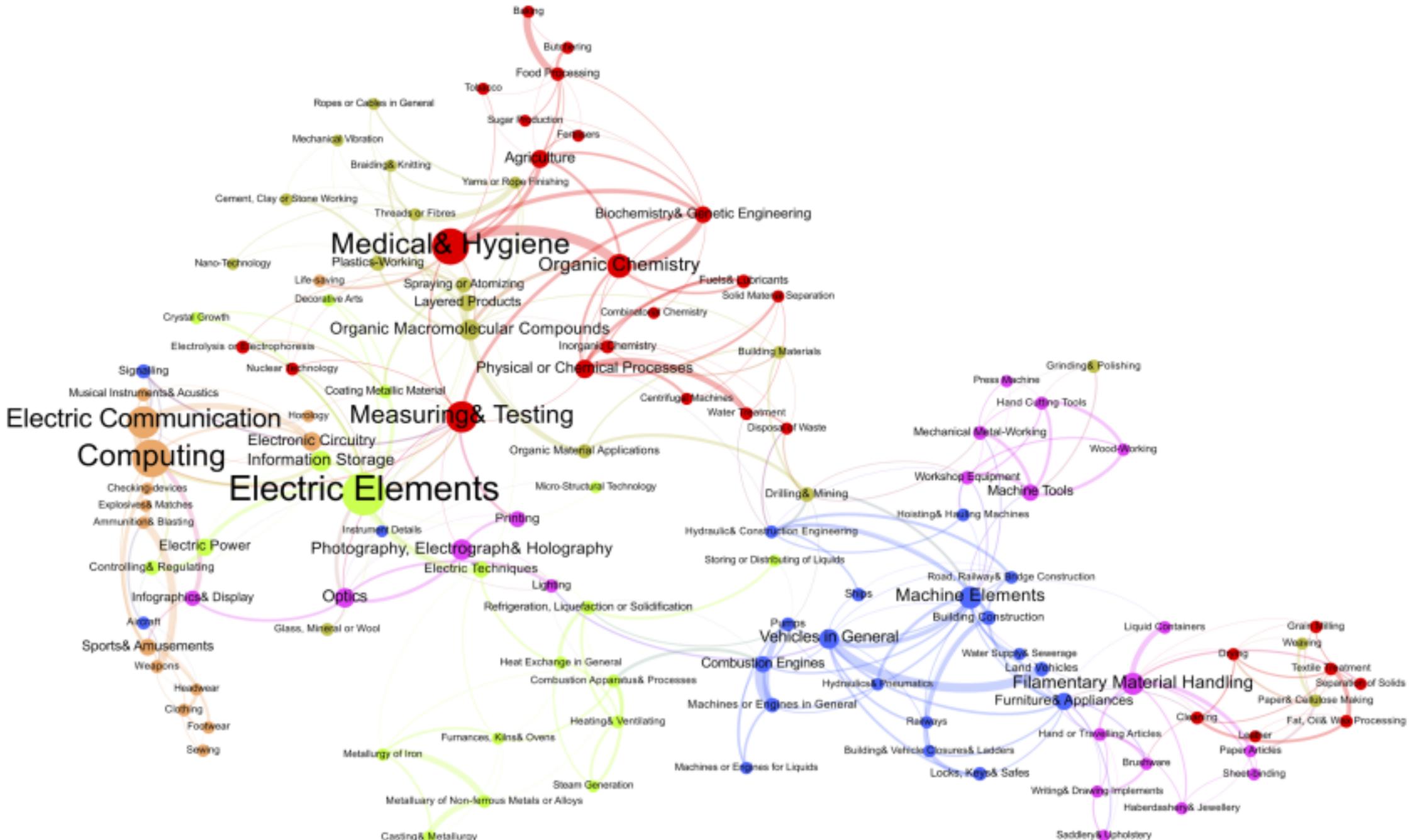
When you enter a new domain you will create inventions there. These inventions will give you patents, some of which will be "hits" with many citations. How can you expand your design portfolio to increase your number of patents or hits?

OK

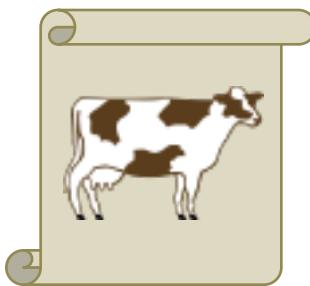
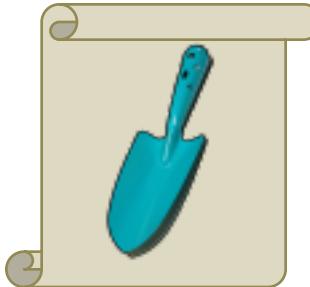
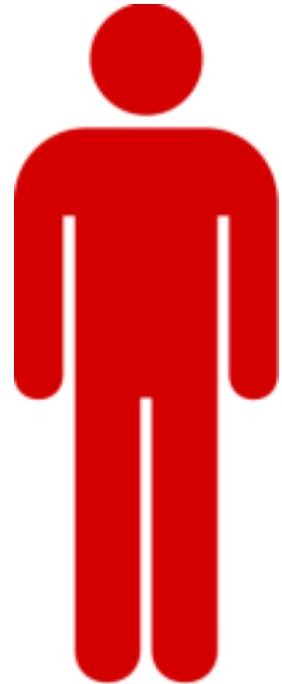
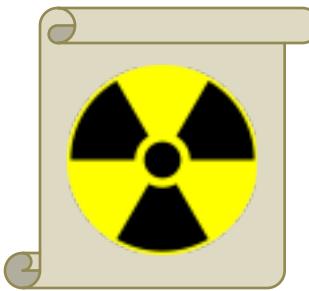
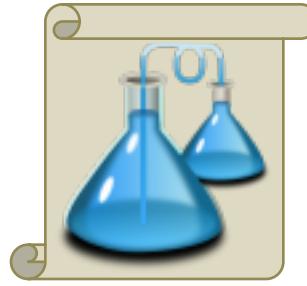








Previous Patents



Future Patents?

Is this smart?

YOU made tradeoffs
when you played the game!

Using Games to Understand Tradeoffs in Designing Across Technology Domains

Bowen Yan, Jeff Alstott, Jianxi Luo
and You!



SINGAPORE UNIVERSITY OF
TECHNOLOGY AND DESIGN



SUTD-MIT
INTERNATIONAL
DESIGN
CENTRE

Undertake the impossible,
Design the unexpected

