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(Author) The toughest part of innovation? Accurately predicting what customers want, need, and will pay for. Even if you ask them, they often can't explain what they want.

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"Innovation Games." Drawing on his software product strategy and product management consulting experience, Luke Hohmann has created twelve games that help you uncover your customers' "true, hidden" needs and desires. You'll learn what each game will accomplish, why it works, and how to play it with customers.

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The Innovations Games were born from the observation that L'Oréal Research & Innovation brings together a diversity of incredible profiles and that it was necessary to bring them closer together. With the Innovation Games, L'Oréal Research & Innovation reaffirms its values of creativity, innovation and entrepreneurship.

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Innovation Games®: Creating  
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Collaborative Play draws on author and  
Innovation Games Company founder  
Luke Hohmann's marketing, product  
management and product development

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experience, as well as his longtime study of human psychology to deliver twelve unique games that help you uncover your customers' true, hidden needs and desires.

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## **Innovation Games - Creating breakthrough products through ...**

The phrase innovation game refers to a  
form of primary market research  
developed by Luke Hohmann where

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customers play a set of directed games as a means of generating feedback about a product or service. The research is primary because the data collected is gathered directly from customers or prospects and is intended to answer a specific research question.

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