

# Description of the Need to Knowledge Model Game board

There is a colored path broken into small segments for 9 stages, each with various steps, and images of a gate separating each stage. Each gate has pictures of hands showing thumbs up and thumbs down with a question mark in between the two hands. The path moves through three different sections of the game board, from top to bottom the sections are labeled Research - Discovery Phase, Development - Invention Phase, and Production - Innovation Phase. On the interactive web page, the steps and gates are further described when the segments are rolled over.

The path begins in the upper left hand corner, in the Research section of the board, which is shaded blue and has a picture of a white tower in the background (Ivory Tower, © 2010 Hideyoshi Ruwe). The path through the research section of the game board begins with a segment labeled Stage 1: Define Problem and Solution, which is followed by segments labeled 1.1, 1.2, 1.3, 1.4 and 1.5. These segments are followed by a gate posing the question "Idea screen?" The path continues from the gate onto a segment labeled Stage 2: Scoping, which is followed by segments labeled 2.1 to 2.3. The next gate reads "Feasibility screen?" Stage 3 "Conduct research and generate conceptual discoveries" is the next segment of the path, followed by segments labeled 3.1 to 3.9. There is one last gate in this section labeled "Begin invention phase?" An arrow leads from this gate off to the right of the game board where it points to text reading "KTA for projects terminated at completion of Discovery Phase." This label is followed by 7 boxes in a vertical line reading 3A, 3B, 3C, 3D, 3E, 3F, and 3G.

The next section of the game board, Development, is an orange shade with an image of Dr. Frankenstein's laboratory (© Milena Mlynarska) in the background. The path in this section begins with "Stage 4: Build business case and establish development plans" followed by steps numbered 4.1 through 4.13. The first gate reads "Implement development plan?" The next segment of the path reads "Stage 5: Implement development plan," followed by numbers 5.1 to 5.4, and a gate reading "Go to beta testing?" The last stage reads "Stage 6: Test and validate to generate prototype invention" followed by numbers 6.1 to 6.4, and finally a gate reading "Go to production planning?" There is an arrow from this gate leading off to a vertical column on the right hand side of the game board. The column is titled "KTA for projects terminated at completion of invention phase", and has 7 boxes labeled 6A through 6G.

The last section of the game board, Production, is a shade of green with a jungle image in the background. This section of the path begins with "Stage 7: Production planning and preparation," with segments following for numbers 7.1 to 7.13. The first gate in this section reads "Go to launch?" There is an arrow pointing from this gate to the right of the game board where there is a column of 7 boxes labeled 7A to 7G, and titled "KTA for un-launched innovations". Following the go to launch gate, the path continues with "Stage 8: Launch product innovation," which is followed by numbers 8.1 to 8.4. The next gate reads "Post production assessment?" and is followed by "Stage 9: Post launch review", numbers 9.1 to 9.3, and finally the last gate, labeled "Continue production?"