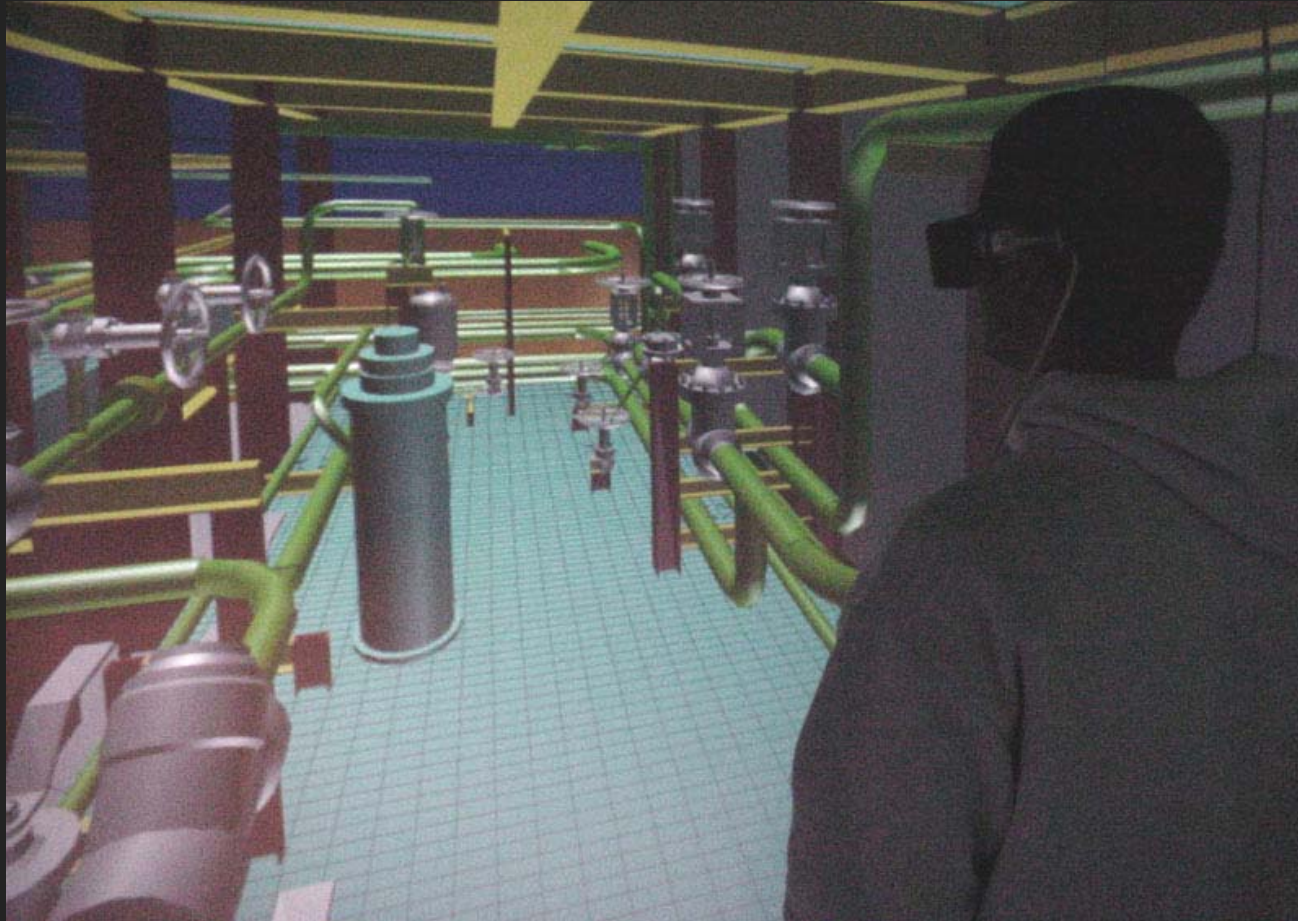
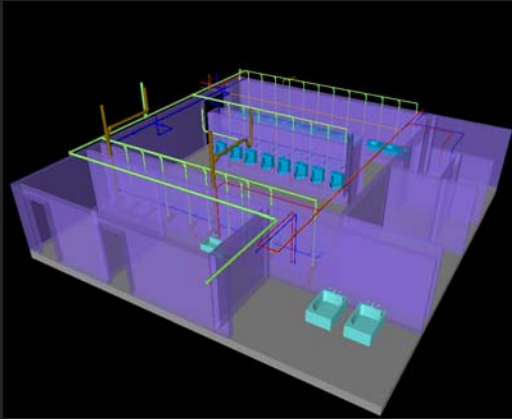


Virtual Facility Prototyping for Innovation



4 P's of Innovation



Prototype

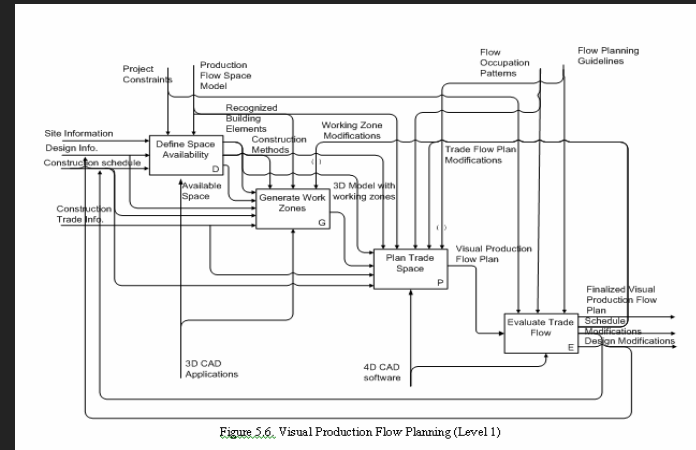


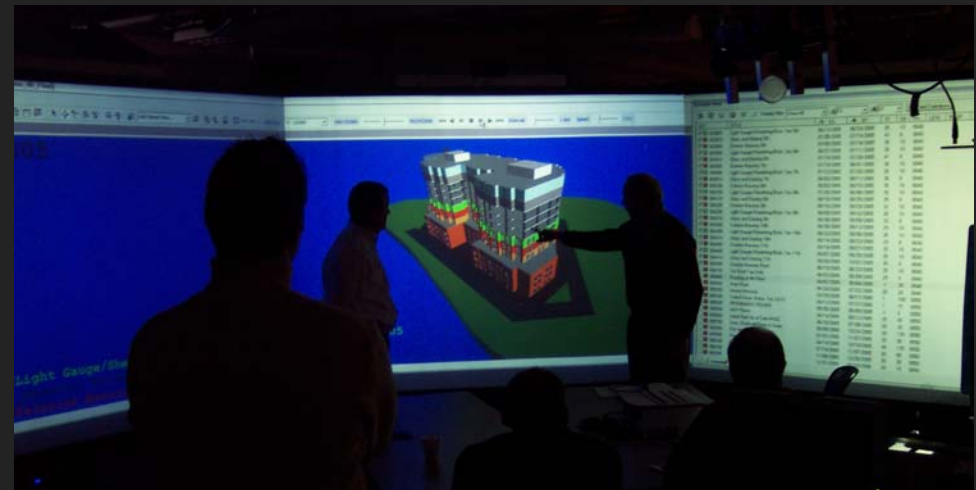
Figure 5.6. Visual Production Flow Planning (Level 1)

Process



Immersive Construction (ICon) Lab
Computer Integrated Construction
Research Program
The Pennsylvania State University

Place



People



“Tomorrow’s innovators will invest more in playing with prototypes, modeling marketplaces, and simulating scenarios because that will become the best way to create new value and profitably deliver it to customers. Innovative models inspire innovative behavior.

... the value of prototyping arises from how people behave around prototypes.”

- Michael Schrage from Serious Play (2001)