

Telefónica

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Station 01: The Idea



think
big

is a Telefónica Foundation Programm

Station 01:

The Idea

Goal: Modifying and improving your idea!

Approach:

Step 01 [ca. 15 min.] – Sharing the idea

- ☐ Share your idea within your group.

Step 02 [ca. 15 min.] – Classifying the idea

- ☐ Locate your idea on the pre-printed matrix according to the parameters on the axes. You may also use the flipchart.

Step 03 [ca. 30 min.] – Changing the perspective

- ☐ Role play – distribute the coloured scarfs and play your role according to the colour of your scarf. While doing so write down all strenghts and weaknesses on the flipchart provided or pin them to the wall. Make sure to swap roles from time to time

Yellow: The all-out optimist! – Sees everything positive.

Black: The all-out pessimist! – Sees everything negative.

Blue: The visionary! Sees the great potentials of the idea.

Step 04 [ca. 15 min.] – Strengths and weaknesses

- ☐ Every member of your group takes 5 glue dots to mark those strenghts and/or weaknesses they find particularly relevant.

Step 05 [ca. 15 min.] – Flash-interview

- ☐ As a team, present your idea (2 minutes max) to somebody outside of your group and observe their reaction.

Central Questions:

- Does your idea have the potential to supply a central need?
 - Which need would that be?
- Would you use the app yourself?
 - If not, why not?
- How easily can your idea be implemented?
- What is the core of your idea?
- Are there any comparable ideas?
- What is special about your idea?

Checklist:

- What are the strengths of your idea?
- What are the weaknesses of your idea?

Hints:

- Keep an eye on the time.
- Don't get stuck with details.
- Bullet points suffice.
- Take breaks between the steps to clear your mind.
- Assume different roles and look from different perspectives.

