

Section 2

Teams / Ideation

Teams

[say what the teams are]

Project ideation

Generate 100 ideas (one per square)

- tasks
- features (“it would be awesome if...”)
- problems
- interactions (how a feature works)

Quick sketch / doodle / one-sentence
description

Ideation ground rules (brainstorm!)

Quick but understandable sketches

Quantity not quality

No two ideas should be alike

Include ideas from existing products

When you get stuck, find a context to inspire new ideas