Fanciful Horizons

Blue Sky, Just add Fantasy

1. Reframe need

2. Generate ideas

3. Sort & screen ideas

4. Develop promising approaches

Increase crop yield

Increase season
Increase nutrients
Reduce spoilage
Increase planting
…

Create land shares

Hang pots from ropes

Plant on roof

Boosted chimney stand

pot

stove

chimney

small boost fire

Mockup

Quick & Dirty Solution

Functional Prototype

Test concepts/ideas

Test functionality of a specific design element

Test combined form and functions of intended design

Don't be limited by your ability to make

Imagine you have the resources and engineering team of a small company—how impactful of a solution could you really design for your users?

Fanciful
Impossible
Crazy
Controversial
Funny
Idealistic
Embarrassing

Fanciful Horizon

Innovative
Challenging
Risky
Questionable
Different
Significant
Exciting

Pragmatic
Possible
Safe
Acceptable
Same
Incremental
Serious

"The best way to have a good idea is to have a lot of ideas."
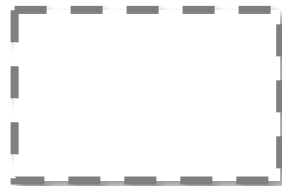
– Linus Pauling

You can

1. Generate (truly imaginative) ideas
2. Shape them to be just right

Leaves falling on the lawn...

Use a leaf blower

Trees that pick up   fantasy

!   !?   !!!???

Uh   Ah   Aha   Ha ha

Bono, *The Way the Mind Works*
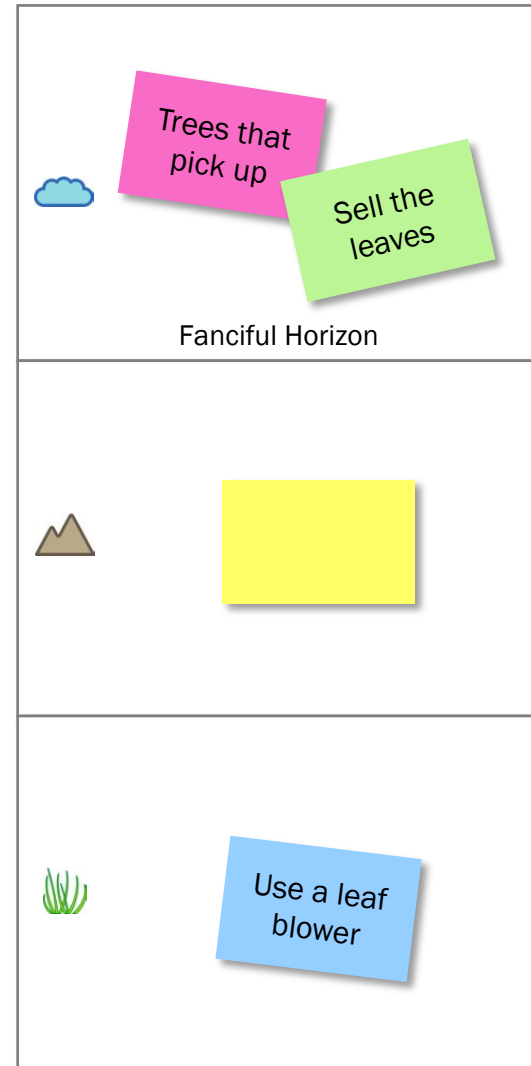
Leaves falling on the lawn…

Generate ideas

Use a leaf blower

Trees that pick up

Sell the leaves

Map ideas

Fanciful
Impossible
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Funny
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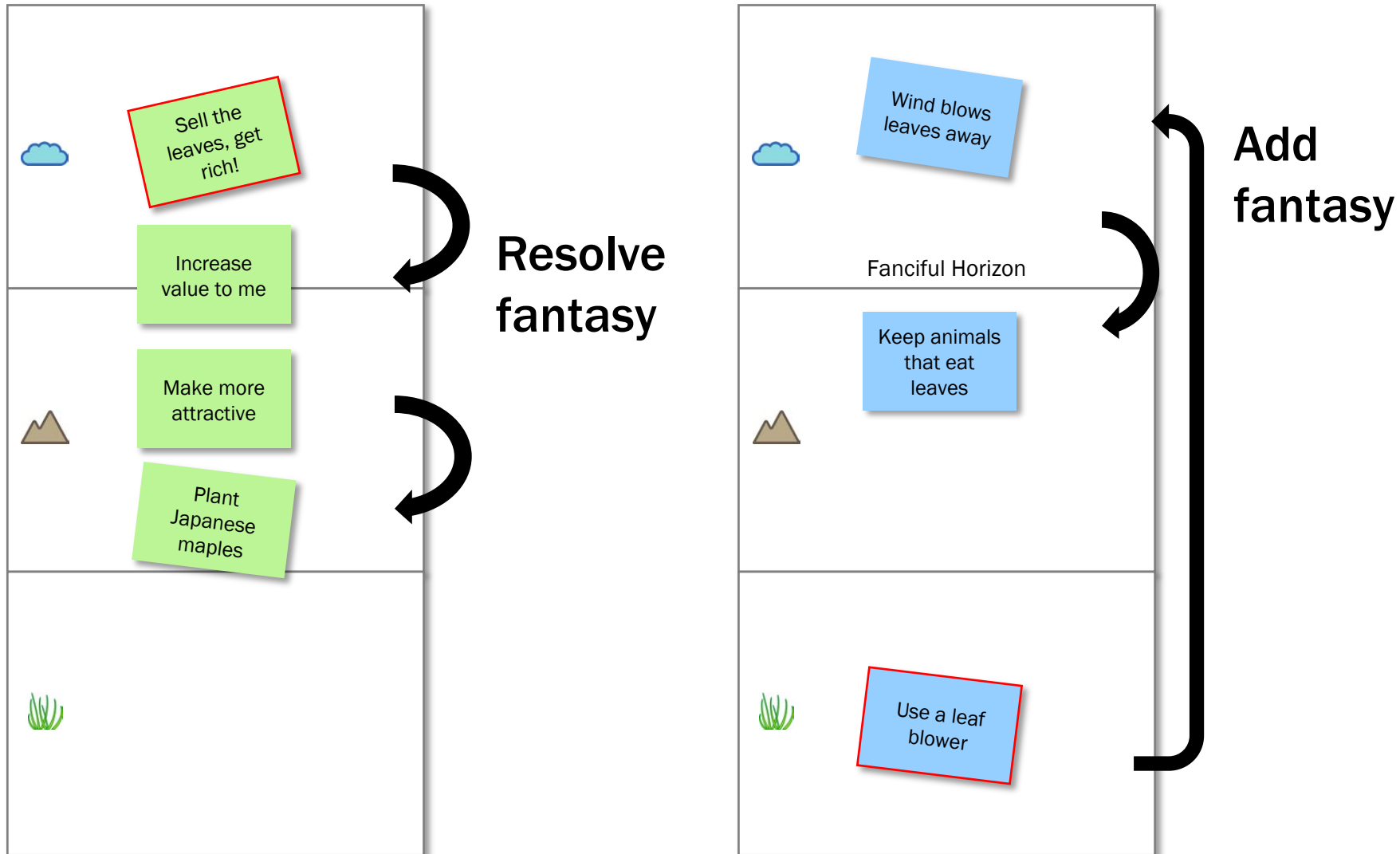Embarrassing

Trees that pick up

Sell the leaves

Fanciful Horizon

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Use a leaf blower

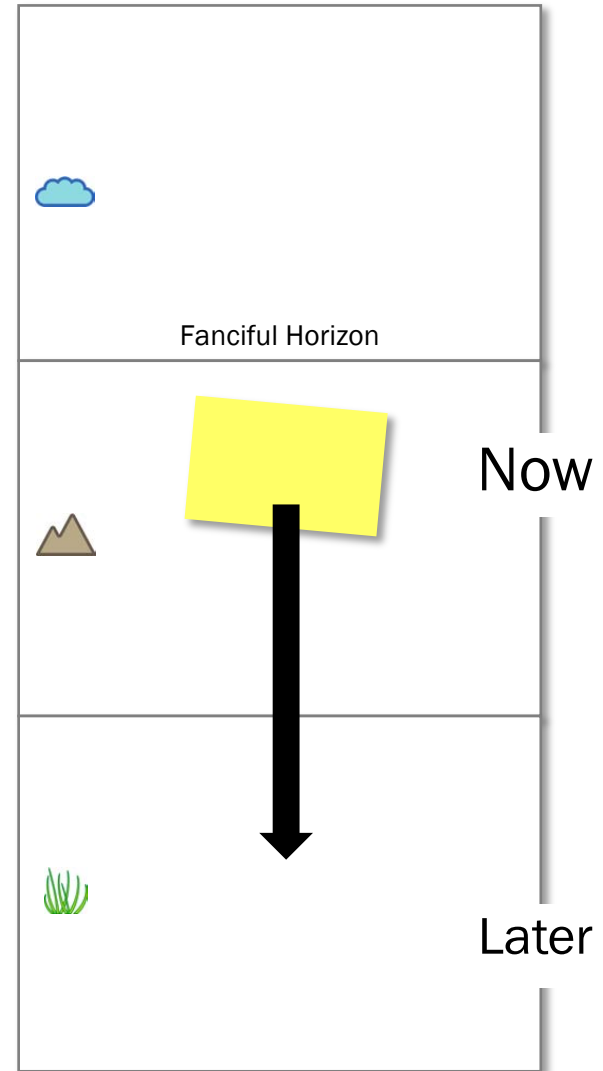# Shape ideas – Add and remove fantasy

Resolve fantasy

Add fantasy

Sell the leaves, get rich!

Increase value to me

Make more attractive

Plant Japanese maples

Wind blows leaves away

Fanciful Horizon

Keep animals that eat leaves

Use a leaf blower

Socially   Technically

Fanciful Horizon

Fanciful Horizon   Now

Later
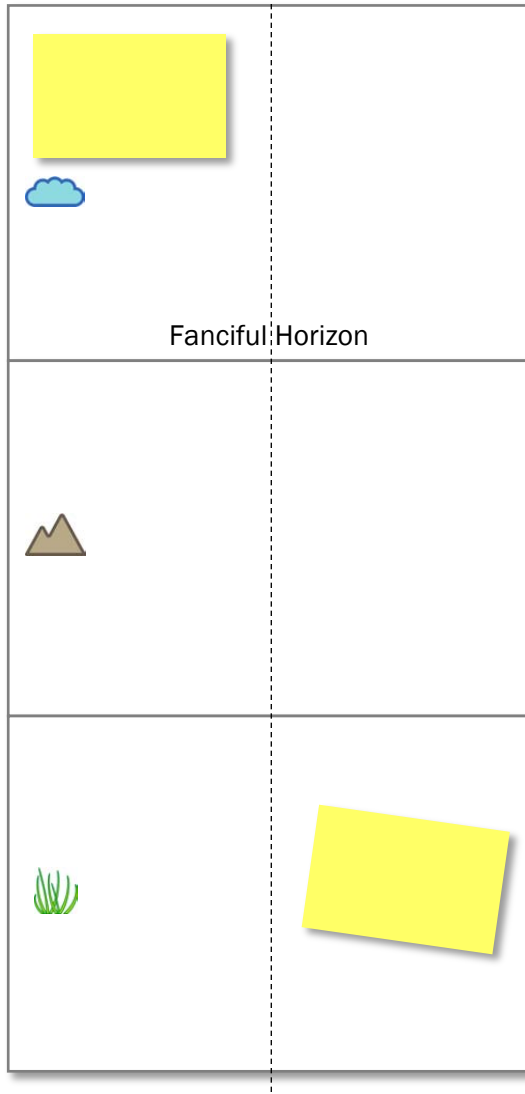
Future Scenarios

A powerful way to guide your thinking is to create **Future Scenarios** that capture exciting visions for how the world could be in the form of scenes played out by your Personas. I.e., how could their lives by radically better or different? These speculative scenes can generate ideas for what would enable these desirable futures. Good Future Scenarios are highly generative--often crafted as inputs to ideation.
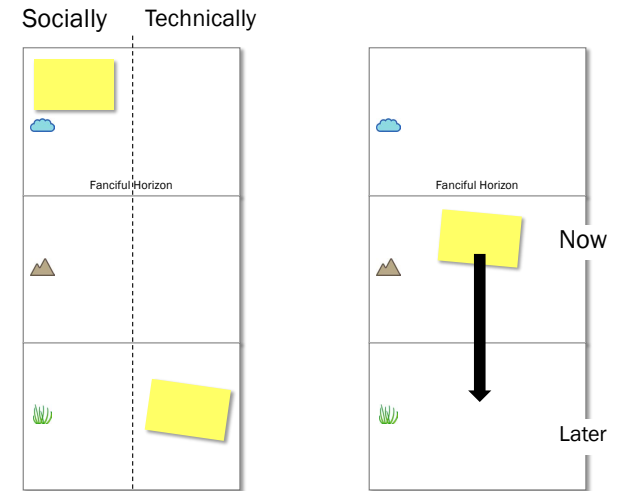
(Nielson, *Scenarios in Discount Usability Engineering)*

Future Scenarios

- Desirable future outcomes/scenarios?

- What solutions could bring that future scenario into existence?

- What technologies would those solutions/ideas require?

    - *Could* those necessary technologies exist within the next 10 years?
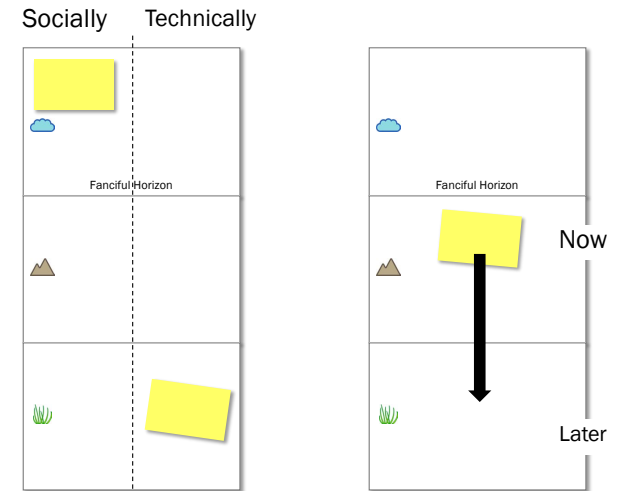
Phase 2 Description:
In the next phase, you will have to show research/evidence that justifies the technology choices for the direction you go in. Your vision becomes an argument for why that technology *should* be developed to the point where it could be made available through products like the ones you imagine.

Boldness Map

Quality Ideas

Conveying body language to blind

Tablet map for travel that dynamically updates

experience board

Maps for the bind

Whiteboard recorder

Tactile telescope

3D/tactile/sensory sketch tool

lasting reflection material

Tactile models

Thank you reflection

Math/pattern blocks

Tactile/Aural Audience Tablet

Math/pattern blocks

Maps for the bind

Automatic video interpreter

Online resource for paperwork

Way of presenting important legislation

New sport

Wine tasting

Badges of achievement

Roundtable community

IABSP music

Aural sports stuff

level of impact

chosen to gallery sketch