

Set Up

Write the following opportunity area on the top of your page. “Teenagers who like to sleep in late need an easy way to eat breakfast on the go because they don’t have time to eat breakfast before leaving their home and yet breakfast is the most important meal of the day.”

Next write the five different techniques you will use to generate ideas with the numbers 1-5 below each technique. By pre-populating the page with numbers, you’ll remind yourself of your goal of generating at least 20 different solutions to improving the eating on the go breakfast experience in the morning. If you generate more than 20 ideas, that’s great, but not necessary.

Listing ideas

Start by listing all of the ways you could improve the experience of eating breakfast on the go. List at least 5 ways. Write brief (2-8 word) descriptions of your ideas. Just enough so that others reading the ideas can broadly understand your solutions. For example, you might write “breakfast bars that attach to backpacks.” If you get on a roll and want to keep going. Go for it.

Listing ideas

1. Have portable food that is easy to eat quickly
2. Make a food compressor that shrinks the size of a healthy breakfast
3. Have a “push up pop” like container to hold food and make it convenient to eat on-the-go
4. Blended / juiced breakfast made the night before
5. Have a pill that contains enough nutrition for breakfast
6. Carry along water that has a nutrition powder (like Soylent) mixed in

Eliminating a constraint

Now, it’s time to eliminate a constraint. Choose any constraint inherent in this opportunity that you like. Perhaps you’ll decide to eliminate the unspoken constraint that teenagers need to eat healthy food, that their families don’t want to spend a lot of money on breakfast food, or that teenagers like to sleep in. It’s up to you to eliminate the constraint that you feel is holding you back from generating more ideas. Notice, I didn’t say quality ideas. At this point, we are just going for a large number of raw ideas. Like when you were listing solutions, again list at least 5 solutions. If you are finding this technique particularly productive for yourself, keep going!

Eliminating a constraint - Teens can eat wherever they are

1. Breakfast served on their method of transportation
2. Take a nutrition pill for breakfast

3. Go to cafe and have breakfast with friends
4. Open a kitchen at school and students make breakfast themselves and eat with their friends
5. Allow students to eat in the classroom

Exaggerate

Next, let's exaggerate the situation. Let's exaggerate the amount of food people need to eat for breakfast. Let's imagine teenagers need to eat 10 apples every morning for breakfast to be healthy, teenagers have 10 seconds to eat, or teenagers need to eat their breakfast in exactly 10 bites. What solutions can you come up with that could improve the eating on the go experience that allow teenagers to eat in this exaggerated situation. Generate at least 5 solutions. Again, if on a roll, keep going.

Exaggerate (If teens don't have to prepare breakfast for themselves)

1. Supply breakfast at school
2. Open a snack stand or a restaurant at school and sell breakfast to students
3. Serve breakfast on school bus
4. Have delivery service that delivers food to the teen at school
5. Parents prepare breakfast everyday

Get in the garbage

Are you having fun yet? Now it's time to come up with the worst ideas. What are ideas that no one would ever want? That take way too much time to set up? That cost a million dollars a serving? That take require everyone to travel to the moon and back before eating. If you've been holding any ideas back worried about their quality, now's the time to get them out. Come up with at least 5 ideas.

Get in the garbage

1. Have teens not eat (fast) until later in the day
2. Create a "Hot Pocket"-like breakfast item that heats itself like a MRE (Meal Ready to Eat)
3. Have a wearable strap that holds food to eat hands-free
4. Have an IV that pumps nutrients into their body while they sleep so they don't have to eat
5. Make certain that they do not sleep in too late

Idea Selection

While generating ideas, you were withholding judgment with the goal of getting as many ideas onto your list as possible. Now, it's time to choose the idea that best fits the following five criteria: most useful, the most desirable, easiest for most people to use, most functional, and the most sustainable (either people are most likely to be willing to pay for it or it is good for the environment). Write "Idea Selection" at the top of the page. Next, list all five criteria on the page followed by the idea that fits the each criteria the best. You may choose a different solution for each criteria or you may find that one solution fits all criteria. If this is the case, list the same solution under each criteria. After each idea, write one brief sentence about why you feel that idea fits the criteria.

The most useful idea

-Having portable food that is easy to eat quickly

If the teen can grab a something like a granola bar but with more nutrition it would be easy to take with them and eat when they have the chance to.

The most desirable

-Provide breakfast at school

Many schools already provide breakfast but if there is a way for students to eat once they arrive that would provide value to many different people.

Easiest for most people to use

-Have portable food that is easy to eat quickly

There are plenty of items already on the market that are portable ways to eat. There may be an opportunity however to create a more nutritious version however.

The most functional

-Create a "Hot Pocket"-like breakfast item that heats itself like a MRE (Meal Ready to Eat)

If someone could invent portable food that heats itself on-the-go there would be many functionalities that it could be used for.

The most sustainable

-Have teens not eat (fast) until later in the day

If teens skip breakfast than there will be one less meal time to produce waste. Besides research has shown that intermittent fasting has plenty of health benefits so if teens would just eat more at night it would prevent them from getting hungry before lunch is served at their school.