



Custom Mission

Describe a mission or goal of your choice here.



Missions

Trojan Horse

GOAL

Create an idea that seemingly does one thing, but where the intention is to produce another, deeper effect.

EXAMPLE

A coffee cup that changes color when you have a scheduled appointment.



Missions

Habit Changing

GOAL

Create an idea that helps a user to form or change a long-term habit. The usefulness decreases over time as the habit is established.

EXAMPLE

Shoelaces that glow brighter or darker according with the number of steps taken during the day.



Missions

Social Interaction

GOAL

Create an idea that helps to facilitate some kind of interaction between people.

EXAMPLE

A pin for breaking the ice at a party that lights up when you are near your table companion.



Missions

Enjoyable Objects

GOAL

Create an idea where the objects are so pleasant or playful to use that people will want to spend time with, regardless of what else it does.

EXAMPLE

A piggy bank that starts smiling and grunting when you give it money.



Missions

Time-saver

GOAL

Create an idea that simplifies or automates a task that people normally spend time doing against their wishes.

EXAMPLE

A washing machine that orders new detergent when it senses it is running low.



Missions

Immortality

GOAL

Create an idea that can help the user save something for posterity, or perhaps that is able to give health benefits to the user.

EXAMPLE

A mirror that takes a picture of you every day to keep a memory of that day in your life.



Missions

Omniscience

GOAL

Create an idea that provides the user with knowledge, or with access to information.

EXAMPLE

An earring that can translate foreign languages spoken around you to your native tongue.



Missions

Obstacles

GOAL

Create an idea where a task is intentionally made harder to discourage bad habits or create additional challenges.

EXAMPLE

An alarm clock that moves around the room forcing the users to chase it if they are oversleeping.



Missions

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Teleportation

GOAL

Create an idea that makes you feel like being in multiple places at once, or that let you experience some aspects of a different place.

EXAMPLE

An alarm clock that every morning wakes you up with sounds and lights from different places in the world.



Missions

Tangibles

GOAL

Create an idea where the object itself solves a task where you would normally have had to use a screen.

EXAMPLE

An umbrella that lights up when there is rain on the forecast for the day.



Missions

Sixth Sense

GOAL

Create an idea that gives the user some kind of superpower, like new types of senses, perceiving new information, etc.

EXAMPLE

A necklace that changes color based on the air quality of your surroundings.



Missions

Safekeeping

GOAL

Create an idea that protects the user or something that is valuable to the user.

EXAMPLE

A bike that alerts you when it has moved while you are not around.



Missions

Expression

GOAL

Create an idea that allows new ways to express yourself creatively or emotionally.

EXAMPLE

Stairs that turn into piano keys when someone steps on them.



Missions