

Start with "the insight", "the idea"

This can also be accomplished by description, analysis of the as-is. Format can be models, photographs, textual descriptions.

The 'Can it look like this'

Describe 'how can a solution look like'. Draw a picture, a model, textual description, storytelling. Formats such as Edgy, Archimate, Service Blueprint, User Stories and User Journeys. Photographs, mood-board. Prototypes more or less real (understand that the creative space is directly limited once a prototype is started whereas solution space starts to take form) Mockups (the creative space narrows even more and solution space becomes more detailed.)

The OST

The OST (by Torres) is a good way to navigate the creative space. Mapping out different needs, ideas, possible solutions and what learning is needed and how we learn through experiments. This is where learning is planned. Learning is then started when experiment is started. An important

The Are We Ready

This is where learning starts. When the experiment is done. We collect, cluster, sensemake. Then we use 'Design Wisdom' and 'Judgement' on how to proceed. Restart, Continue/Persevere or Pivot. This might or might not be in phase with e.g. Kanban/Scrum takt. It is important to let the different phases in learning to free wheel within some leeway/headroom but the overall learning be in sync with project and budget framework.

This is the Decision Engine/Mechanism
See Hornby but 'Gather information'
'Establish un-decide conditions'
'Decide and execute'

This is a place where we build knowledge together.
An insight is that projects put time and effort in planning, risks, cost, estimate, running the work and produce deliverables such as time charts, planning diagrams, backlogs.
But. Creativity and how ideas become real is not often not that prioritized. One reason is lack of terms, lack of understanding on how it is really done, how it really works.
Terms such as 'creativity' vs 'create' and 'crafting' and also 'innovation'(bringing into the world) needs to be manifested in the same way as other project artefacts.
To get this to work, these artefacts need not be finished, deliverables but living work where many different roles meet and interact and work together. Stakeholders, project lead, domain people, the team, designer and architect and developer roles. Using formats that everybody can understand, or with a low and manageable learning curve.
So, the dialog wall is not something worked on, polished up, presented and then a new iteration is made. Instead it shall be continuously in progress, and thus transform the original idea, through the steps of creativity, creating and crafting(of models, prototypes, mockups) until it is transformed into the product(innovation) existing in the real world.
It shall also adhere to the concept that a product is not developed until it is shipped and customers and users start using it.

The principle is learning. We understand that knowledge is what is flowing in the process.
We identify what we need to learn and how, via practical knowledge using experiments to maximise learning and minimise risk.
We prioritise from the OST what is most valuable, what is