Determine Constraints
Write out a list of all your existing constraints. Financial constraints, user preferences, investor opinions, etc.

Change Constraints
Choose a constraint that you find particularly limiting and problematic and pretend it is not a constraint anymore. Try relaxing different constraints in order to generate more ideas.

Ideate
Brainstorm as you would normally but pretend that the constraint you relaxed does not exist. Use an Ideation sheet to run your brainstorm, but store the sticky notes here. After, be sure to explore these ideas and how they might but used within the constraint.

Relaxed Constraints   Project

Existing Contstraints
What are the limiting factors of your current project?

Relaxed Constraint
Pick one of the constraints and pretend it is not a constraint anymore. Write it below.

Ideas
Brainstorm solutions to your problem with the relaxed constraint. Put the sticky notes below.

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Why
Relaxing constrains is way to generate more concepts by opening up possiblities. This exercise will help you consider options you had not yet considered, and may prove especially helpful if you are stuck.

Tips
Follow this activity with an exploration of the ideas you came up with and a selection process to apply them to your project.

What came before?
Ideation
Persona
Observation
Usability Testing
Contextual Inquiry
Interview

What's next?
Exploring An Idea
Ideation Affinity Group

Relaxed Constraints

Existing Contstraints
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Relaxed Constraint
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