# Custom mission

A mission or goal of your choosing to ideate on.

**Missions**                    M-1

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Trojan horse

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

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

**Missions**                          M-2

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Coded information

## GOAL

Create a concept that displays information that is useful to the owner, but not understood by anyone else.

## EXAMPLE

*A wallet with a light that turns green when your account balance is low.*

**Missions**                    M-3

# MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

# Habit changing

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

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

**Missions**                    M-4

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Social interaction

## GOAL

Create a concept 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**

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Enjoyable objects

## GOAL

Create a concept where the objects are so pleasant or fun 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**　　　　　　　　M-6

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Time-saver

GOAL

Create a concept that simplifies or removes some task that people normally have to spend time doing against their wishes.

EXAMPLE

*A washing machine that orders new detergent when it notices you are running low.*

**Missions**                    M-7

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Transactions

Create a concept that allows users to give and receive something. That something can be currency, likes, objects, etc.

EXAMPLE

*A glove that accepts donations each time someone gives it a high-five.*

**Missions**                    M-8

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Immortality

Objects that can help the user save something for posterity, or perhaps objects that give health benefits to the user himself.

EXAMPLE

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

**Missions**                    M-9

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# In the mood

Create a concept where the behavior of the objects are determined or influenced by the owner's mood or state of mind.

EXAMPLE

*A lamp that changes its color based on a friend's mood.*

**Missions**     M-10

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Omniscience

Objects that provide the user with knowledge, or with access to information.

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

**Missions**                    M-11

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Obstacles

GOAL

Create a concept where a task is intentionally made harder to accomplish - to discourage bad habits or create added challenge.

EXAMPLE

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

**Missions**                M-12

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Feeling blue?

An object that helps communicate your mood or state of mind to others around you.

*An office workspace that alerts other whether or not you are busy.*

**Missions**                    M-13

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Teleportation

## GOAL

Objects that allow the sensation of being in multiple places at once, or that let you experience some aspect of a different place.

## EXAMPLE

*An alarm clock that wakes you up to the sound and light of a different place in the world every day.*

**Missions**    M-14

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Tangibles

## GOAL

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

## EXAMPLE

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

**Missions**                    M-15

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Sixth sense

Create an object that gives its owner 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**                    M-16

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Safekeeping

GOAL

Objects that protect 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 it.*

 **Missions**                    M-17

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Super shopper

An object that helps stores or service providers sell more of their products.

*A coaster that orders you another beer when an empty glass is placed onto it.*

**Missions**  M-18

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Big brother

An object whose purpose is to collect data that is valuable either to you or a third party.

*A car key that registers your driving habits to give you better insurance deals.*

**Missions**  M-19

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Telepathy

Objects that enable users to communicate each other in non-verbal ways, such as describing their mood for others to see.

*A wristband that glows when your significant other is thinking of you.*

**Missions**                    M-20

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Expression

GOAL

Objects that allow new ways to express yourself creatively or emotionally.

EXAMPLE

*Stairs that turn into piano keys when someone walks across them.*

**Missions**                    M-21

# MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

# Custom thing

Add your ideas for new objects here.

**Things**

T-1

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Bike

An object that integrates with your bike or is brought along with the bike, like a helmet or a lock.

**Things**

T-2

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Wallet

A wallet, purse or card case that you carry your money and credit cards around in.

**Things**

T-3

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Watch

An ordinary wristwatch that gains some smart functions.

**Things**

T-4

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Eyewear

A pair of ordinary glasses or sunglasses.

Things                    T-5

# THINGS

The physical objects that are augmented with technology to be made interactive.
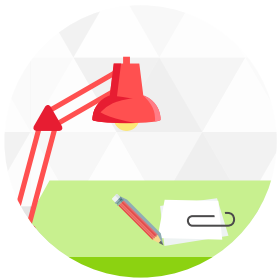
# Keychain

A keychain or a key.

Things

T-6

# THINGS

The physical objects that are augmented with technology to be made interactive.

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# Pen or pencil

A writing utensil like
a pen or pencil.

**Things**

T-7

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Luggage

A bag or backpack that is brought along on travels.

Things

T-8

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Clothing

Any piece of ordinary clothing like a sweater, jacket or hat.

**Things**

T-9

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Refrigerator

An object attached to the frigde,
or integrated into the fridge.

⬡ **Things**                          T-10

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Office desk

Some part of your office
workspace, like the desk itself
or a lamp.

Things

T-11

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Shoe

Shoes or some part of a shoe, for example shoelaces or sole.

**Things**

T-12

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Headgear

A piece of headgear like a cap, a beanie or a helmet.

**Things**

T-13

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Camera

A standalone camera like a DSLR

Things                    T-14

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Piggy bank

A piggy bank or similar object that is used to save money.

 **Things**

T-15

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Furniture

A piece of furniture in the home,
like a chair or a cooffee table.

**Things**

T-16

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Coffe cup

A coffee cup or tea cup.

**Things**

T-17

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Umbrella

An umbrella or some part of it.

**Things**                    T-18

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Sport equipment

A football, a tennis racket
or another piece of sporting
equipment.

**Things**

T-19

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Plant

A household plant, flower or its planter.

**Things**

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Jewelry

A piece of jewelry like a ring, an armlet or a necklace.

Things

T-21

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Medication

An object related to personal medication lika a pill bottle, medicine cabinet, etc.

**Things**

T-22

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Pets

An object related to a pet, like
dog collar, cat door or bird cage.

**Things**

T-23

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Stove

A stove, an hoven, a pot or any other cooking equipment.

Things                                    T-24

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Shower

A shower, a sink, a mirror or any other bathroom equipment.

**Things**

T-25

# THINGS

The physical objects that are augmented with technology to be made interactive.

# Custom action

If you have other actions to trigger the objects you can add them here.

**Human actions**

A-1

# HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

# Rotate

The user rotates the object along
one of the three axes

**Human actions**

# HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

# Shake

The user shakes an object.

👆 **Human actions**                    A-3
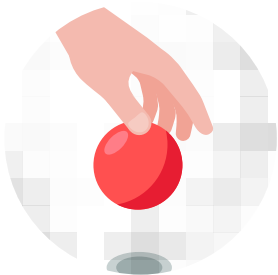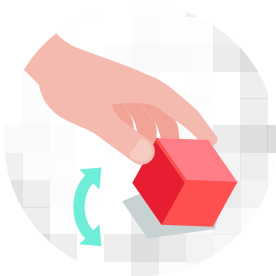
# HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

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# Drop

The user drops an object
to the ground.

👆 **Human actions**  A-4

# HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

# Lift

The user lifts the object
from a static surface

✋ **Human actions**                    A-5

# HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

# Tilt

The user tilts the object on one of three axes.

 **Human actions**

A-6

# HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

# Location change

The user brings the object to a specific location (or away from a specific location).
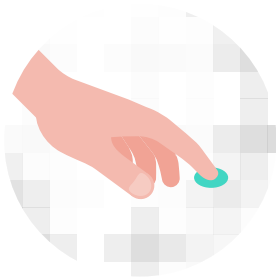
✋ **Human actions**                    A-7

# HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

# Tap

The user taps the object, either
with a single tap or double tap.

**Human actions**

A-8

# HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

# Proximity

The user moves their hand near the object without actually touching it.

👆 **Human actions**

A-9

# HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

# Custom feedback

Add your ideas for new types of feedback here.

**Feedback**

# FEEDBACK

How the object can communicate
back to the user.

# Emoji

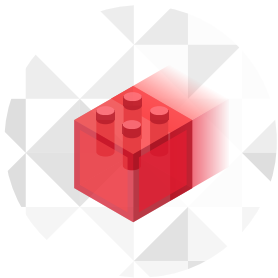The object displays some kind of
emotional response.

💡 **Feedback**                    F-2

# FEEDBACK

How the object can communicate
back to the user.

# Motion

The object moves in response to a trigger.

💡 **Feedback**                    F-3

# FEEDBACK

How the object can communicate
back to the user.

# Text

The object displays a short text message to the user.

💡 **Feedback**  F-4

# FEEDBACK

How the object can communicate
back to the user.

# Sound

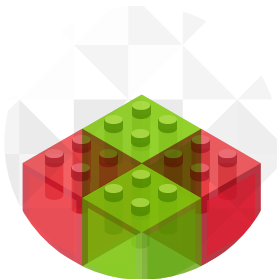The object starts to
make a sound

**Feedback**                    F-5

# FEEDBACK

How the object can communicate
back to the user.

# Color change

A light on the object changes
from one color to another.

💡 **Feedback**                    F-6

# FEEDBACK

How the object can communicate
back to the user.

# Blink

A point of light on the
object starts blinking

💡 **Feedback**                    F-7

# FEEDBACK

How the object can communicate
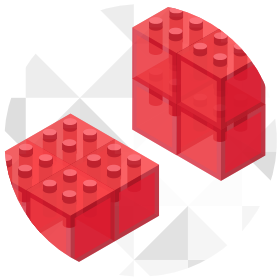back to the user.

# Vibrate

The object start vibrating.

💡 **Feedback**　　　　　　　　F-8

# FEEDBACK

How the object can communicate
back to the user.

# Shapeshift

The object changes its shape in some way

💡 **Feedback**                    F-9

# FEEDBACK

How the object can communicate
back to the user.

# Custom channel

If you have ideas for other data sources or sensors, add them here.

☁ **Data channels**       D-1

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Health and fitness

A health or fitness related service
such as Fitbit or Endomondo

 **Data channels**        D-2

# DATA CHANNELS

Sources that exchange data with the
objects, like web services,
apps or sensors.

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# Mail

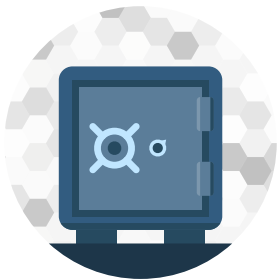A service that allows to send and receive emails.

☁ **Data channels**  D-3

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Bank account

Data from an online banking account.

☁ **Data channels**  D-4

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Weather

Data from a weather forcast service, like temperature, chances of rain, UV index.

☁ **Data channels**                    D-5

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Twitter

Data from a Twitter account,
like tweets, trending topics and
mentions.

**Data channels**                D-6

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Instagram

Data from an Instagram account,
like likes or mentions.

☁ **Data channels**                    D-7

# DATA CHANNELS

Sources that exchange data with the
objects, like web services,
apps or sensors.

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# Facebook

Activity on your facebook account such as images, comments, likes, friends' activities and location.

Data channels                    D-8

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# To-do list

Data from a To-do list such a as a
Trello account

☁ **Data channels**                    D-9

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Cloud documents

Connection to a cloud service like Google Drive or Dropbox.

 **Data channels**   D-10

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Maps

Geographic data from a map service.

☁ **Data channels**                     D-11

# DATA CHANNELS

Sources that exchange data with the
objects, like web services,
apps or sensors.

# Calendar

Data from a calendar like
scheduled appointments.

☁ **Data channels**　　　D-12

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Stocks

Data from the stock markets or other financial data like currencies or bonds

☁ **Data channels**          D-13

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Traffic

Traffic data from providers like Goole Maps.

☁ **Data channels**                    D-14

# DATA CHANNELS

Sources that exchange data with the
objects, like web services,
apps or sensors.

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# Public Transit

Data from public transit systems like bus or train services.

☁ **Data channels**          D-15

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Storage

A database or online file storage

Data channels                    D-16

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Messages

Messaging services like
WhatsApp, Facebook Messenger,
Skype or Slack.

**Data channels**  D-17

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Music

Control the playback or receive
data from a music streaming
service like Spotify.

☁ **Data channels**    D-18

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# News & sports

Data from news providers like
breaking news or sports scores.

☁ **Data channels**          D-19

# DATA CHANNELS

Sources that exchange data with the
objects, like web services,
apps or sensors.

# Alarm

Time-related events such as
alarms or reminders.

☁ **Data channels**        D-20

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Car

Data from your car, like its
location, speed or fuel.

☁ **Data channels**            D-21

# DATA CHANNELS

Sources that exchange data with the
objects, like web services,
apps or sensors.

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# Public webcam

A video feed from a public
webcam or surveillance camera

☁ **Data channels**　　　D-22

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Marketplace

Data from an online marketplace for ecommerce, like number or amount of purchases.

☁ **Data channels** D-23

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Smart speaker

Data from a wireless smart speaker like Amazon Echo

**Data channels**   D-24

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

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# Smart home

Data from internet-connected home-control system, including sensors and smart fornitures.

☁ **Data channels**     D-25

# DATA CHANNELS

Sources that exchange data with the objects, like web services, apps or sensors.

# Custom criteria

If you see other types of important criteria, you can add them here.

👓 **Criteria**                    C-1

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

# Innovation

## WHAT

Ideas that solve new problems through skillful use of technology.

## HOW TO JUDGE

*Would Elon Musk be interested in your idea? What would the news headlines read like for the different ideas?*

**Criteria**                    C-2

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

# Enjoyment

WHAT

How fun or enjoyable are the ideas for their users.

HOW TO JUDGE

*Would you like to spend time with a product, even if you don't really need it? Is it something you would tell your friends about?*

👓 **Criteria**                    C-3

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

# Utility

## WHAT

How useful are the ideas, and would they be practical to use.

## HOW TO JUDGE

*Do the ideas solve a real problem for their users? Can you see them being used every day?*

👓 **Criteria**                    C-4

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

# Attraction

## WHAT

Are the ideas attractive, as in products that the users would be proud to own?

## HOW TO JUDGE

*Which of the ideas would you like to have yourself? Do you think the target audience would like them as well?*

**Criteria**                    C-5

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

# **Creativity**

## WHAT

Ideas that solve the problem in a clever and unusual way.

## HOW TO JUDGE

*Do the ideas surprise you or make you think twice about the problem? Would you turn your head if you saw someone else using it?*

**Criteria**                    C-6

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

# Feasibility

Ideas that solve the problem in a plausible manner, and that seem realistic to develop.

*What idea would you invest your savings in? Have you seen other similar products be successful?*

**Criteria**                    C-7

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

# User friendly

Ideas that solve a real need for users, and which are easy to use for a large number of people.

HOW TO JUDGE

*Would life be easier for the users with the ideas than without them? Could both your kids and grandparents use it?*

**Criteria**                    C-8

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

# Market potential

Is there a large audience that would be willing to pay for the product.

*How would investors respond to the different ideas? Can you see a big company formed around selling the product?*

**Criteria**                    C-9

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

# Sustainability

Is the object environmentally friendly or can it encourage sustainable behavior?

*Would the product be a net positive to the environment? What does its lifecycle look like?*

**Criteria**                    C-10

# CRITERIA

Different criteria to help you evaluate
the ideas you come up with.