# 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

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

*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.

EXAMPLE

*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**                    M-5

# 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 it, 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

## GOAL

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

Create a concept that can help the user save something for posterity, or, perhaps, that give health benefits to the user.

*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.

*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

## GOAL

Create an object or concept 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**                    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 either 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?

Create an object or concept that helps communicate the users mood or state of mind to others around them.

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

**Missions**                    M-13

# MISSIONS

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

# Teleportation

Create an object or concept that provides the sensation of being in a different place.

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

**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 that you normally requires use of 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.

*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

Create a concept or object that protects either the user or something that is valuable to the user.

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

**Missions**                    M-17

# MISSIONS

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

# Super shopper

## GOAL

Create an object or concept that helps stores or service providers sell more of their products.

## EXAMPLE

*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.

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# Big brother

## GOAL

Create an object or concept whose purpose is to collect data that is valuable either to the user or to or a third party.

## EXAMPLE

*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.

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# Telepathy

## GOAL

Create a concept or objects that enable users to communicate in non-verbal ways.

## EXAMPLE

*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

Create an object or concept that allows new forms of creative or emotional expression.

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.

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# 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 a bike accessory, 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.

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

# THINGS

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

# 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
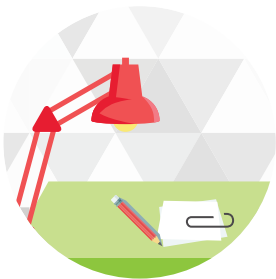or integrated into the fridge.

Things

# THINGS

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

# Office Items

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**

# 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

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

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# 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 pot.

Things                                    T-20

# 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, lik a pill bottle or medicine cabinet.

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 oven, a pot, or any
other cooking equipment.

# 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 channel

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

☁ **Services**                    S-1

# SERVICES

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

**Services**

S-2

# SERVICES

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

# Mail

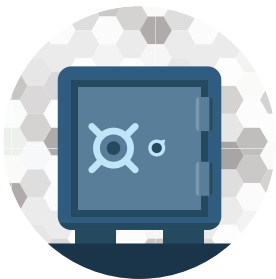A service that allows sending and receiving emails.

☁ **Services**                                    S-3

# SERVICES

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

# Bank account

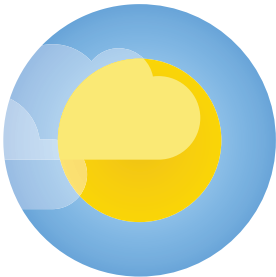Data from an online banking account.

Services                    S-4

# SERVICES

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, or UV index.

**Services**                    S-5

# SERVICES

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

# Twitter

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

Services                          S-6

# SERVICES

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

# Instagram

Data from an Instagram account, like likes or mentions.

☁ **Services**                    S-7

# SERVICES

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

# Facebook

Activity on your facebook account, like images, comments, or location.

☁ **Services**                    S-8

# SERVICES

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

# To-do list

Data from a To-do list, like a Trello account.

☁ **Services**                    S-9

# SERVICES

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

# Cloud documents

Text documents or spreadsheets stored in a cloud service, like Google Drive or Dropbox.

☁ **Services**                    S-10

# SERVICES

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

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# Maps

Geographic data from a map service, like directions, travel time, or points of interest.

☁ **Services**                    S-11

# SERVICES

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

# Calendar

Data from a calendar, like scheduled appointments.

☁ **Services**                    S-12

# SERVICES

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

# Stocks

Data from the stock markets or other financial data, like price or trading volume.

☁ **Services**                    S-13

# SERVICES

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

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# Traffic

Traffic data like traffic jams and road accidents.

☁ **Services** S-14

# SERVICES

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

# Public transit

Data from public transit systems, like bus or train schedules.

☁ **Services**                    S-15

# SERVICES

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

# Storage

A database or generic online data storage.

**Services**                    S-16

# SERVICES

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

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# Messages

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

☁ **Services**                                    S-17

# SERVICES

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.

☁ **Services**                    S-18

# SERVICES

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.

☁ **Services**                    S-19

# SERVICES

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

# Alarm

Time-related events, like alarms or reminders.

☁ **Services**                    S-20

# SERVICES

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

# Car

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

☁ **Services**                                      S-21

# SERVICES

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

# Public webcam

A video feed from a public webcam or surveillance camera

☁ **Services**                    S-22

# SERVICES

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

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# Marketplace

Data from an online ecommerce marketplace, like number of items in stock or amount of purchases.

Services                                    S-23

# SERVICES

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

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# Smart speaker

Data from a wireless smart speaker, like Amazon Echo

☁ **Services**                    S-24

# SERVICES

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

**tilestoolkit.io/cards**          v 0.6

# Smart home

Data from internet-connected home-control system, like smart thermostats and smart lighting.

Services                                    S-25

# SERVICES

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

# Custom action

If you have other actions to trigger the objects you can add them here.
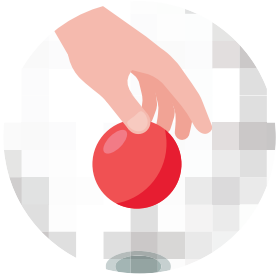
🖐 **Human actions**                    A-1

# HUMAN ACTIONS

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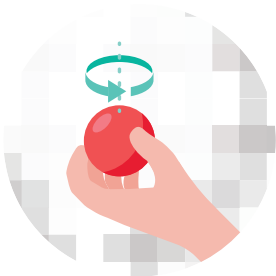
# Rotate

The user rotates the object along one of the three axes.

👆 **Human actions**                    A-2

# HUMAN ACTIONS

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

# Shake

The user shakes the object.

👆 **Human actions**                    A-3

# HUMAN ACTIONS

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

# Drop

The user drops the object.

👆 **Human actions**                A-4

# HUMAN ACTIONS

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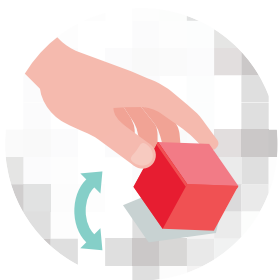
# Lift

The user lifts the object.

🖐 **Human actions**      A-5

# HUMAN ACTIONS

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

# Tilt

The user tilts the object.

**Human actions**

A-6

# HUMAN ACTIONS

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

# Location change

The user moves the object to or from a specific location.

✋ **Human actions**                    A-7

# HUMAN ACTIONS

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

# Proximity

The user moves near the object without actually touching it.

🖐 **Human actions**                    A-9

# HUMAN ACTIONS

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

# Custom feedback

Add your ideas for new types of feedback here.

**Feedback**                    F-1

# FEEDBACK

How the object can communicate
back to the user.

# Emoji

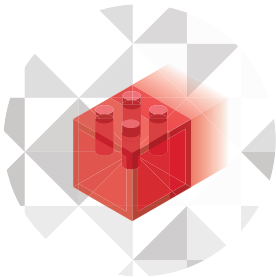The object displays some kind of emotional response.

💡 **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 makes a sound.

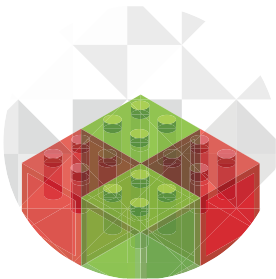💡 **Feedback**                          F-5

# 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 light on the
object starts blinking.

**Feedback**                F-7

# FEEDBACK

How the object can communicate
back to the user.
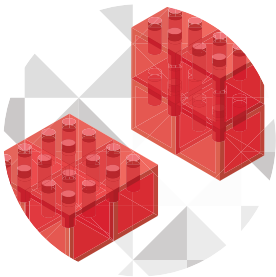
# Vibrate

The object starts 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 criteria

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

Criteria        C-1

# CRITERIA

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

# Innovation

Does the idea solve a new problems through skillful use of technology?

*Would Elon Musk be interested in the product idea? What would the news headlines announcing your idea be?*

**Criteria**                    C-2

# CRITERIA

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

# Enjoyment

How fun or enjoyable are the ideas for their users?

*Would you like to spend time with the 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

*Does the product solve a real problem for its users? Can you see it 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? Would users would be proud to own or use it?

## HOW TO JUDGE

*Would people like to have the product? Would people want others to know they are using it?*

**Criteria**                    C-5

# CRITERIA

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

# Creativity

Does it solve a problem in a clever and unusual way?

*Does the product idea surprise you or make you think twice about the problem? Would you turn your head if you saw someone using it?*

**Criteria**                    C-6

# CRITERIA

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

# Feasibility

Does it solve a problem in a plausible manner and does it seem realistic to develop?

*Would you invest your savings in the development of the product idea? 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

## WHAT

Will it be easy to use and easy to understand for the target user?

## HOW TO JUDGE

*Does it require expansive instructions or training? Could both children and grandparents use it?*

**Criteria**

C-8

# CRITERIA

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

# Market potential

## WHAT

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

## HOW TO JUDGE

*How would investors respond to the product idea? 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

## WHAT

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

## HOW TO JUDGE

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

ᎾᎧ **Criteria**                    C-10

# CRITERIA

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

# Social status

WHAT

Will users use it as a sign of social status?

HOW TO JUDGE

*Would users post to social media that they have/use it?  Would they brag to friends/family/cworkers?*

**Criteria**

C-11

# CRITERIA

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

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