



Custom mission

A mission or goal of your
choosing to ideate on.



Missions

M-1



MISSIONS

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

Trojan horse

GOAL

Create a concept 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

M-2



MISSIONS

The purpose, value or utility 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

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

Habit changing

GOAL

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 utility 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 utility 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 utility 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 utility 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 utility that the IoT product provides to people.

Immortality

GOAL

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 utility that the IoT product provides to people.

In the mood

GOAL

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 utility that the IoT product provides to people.

Omniscience

GOAL

Objects that provide 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 utility 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

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

Feeling blue?

GOAL

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

EXAMPLE

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





MISSIONS

The purpose, value or utility 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 with the sound and light of a different place in the world every morning.



Missions

M-14



MISSIONS

The purpose, value or utility 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 umbrella that lights up when there is rain on the forecast for the day.



Missions

M-15



MISSIONS

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

Sixth sense

GOAL

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

The purpose, value or utility 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.





MISSIONS

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

Super shopper

GOAL

An object 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 utility that the IoT product provides to people.

Big brother

GOAL

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

EXAMPLE

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





MISSIONS

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

Telepathy

GOAL

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

EXAMPLE

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



Missions

M-20



MISSIONS

The purpose, value or utility 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

The purpose, value or utility 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.



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.



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 fridge,
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 coffee 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

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 like 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 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 to send and receive 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 forecast service, like temperature, chances of rain, UV index etc.



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 and
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
such as images, comments, likes,
friends' activities and 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 such a as 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.



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 currencies or bonds.



Services

S-13



SERVICES

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



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 schedule.



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.



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 such as 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.



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.



Marketplace

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



Services

S-23



SERVICES

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



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.



Smart home

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



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 interactive 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 interactive behavior.



Shake

The user shakes the object.



Human actions

A-3



HUMAN ACTIONS

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



Drop

The user drops the 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



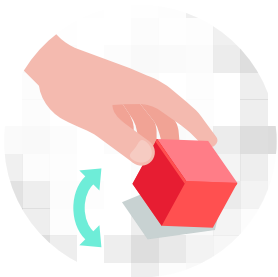
Human actions

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

F-1



FEEDBACK

How the object can communicate
back to the user.



Emoji

The object displays some kind of emotional response.



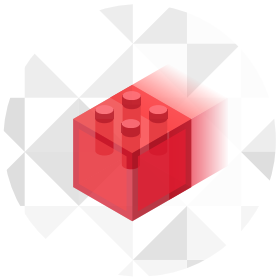
Feedback

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 starts to
make a sound.



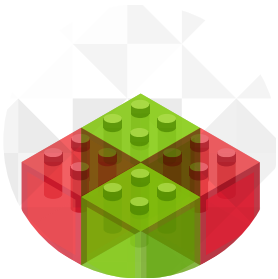
Feedback

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 starts vibrating.



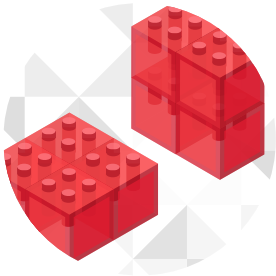
Feedback

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 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 the product idea? What would the news headlines read like for the different ideas?





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 the product, even if you don't really need it? Is it something you would tell your friends about?





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 product solve a real problem for their users? Can you see it being used every day?





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

Would you like to have the product for yourself? Do you think the target audience would like it as well?





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

Does the product idea 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

WHAT

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

HOW TO JUDGE

Would you invest your savings in the development of the product idea? Have you seen other similar products be successful?





CRITERIA

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

User friendly

WHAT

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 product than without it? Could both your kids and grandparents use it?





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

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?





CRITERIA

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