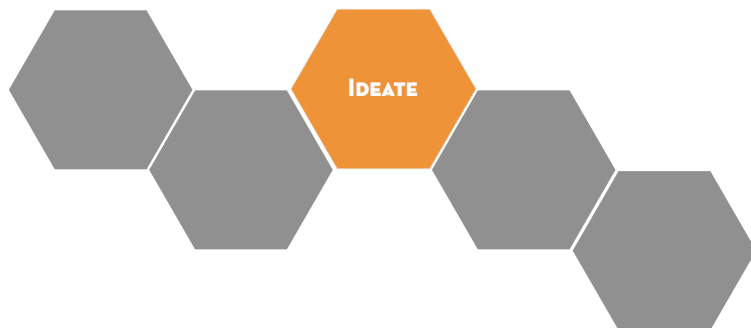
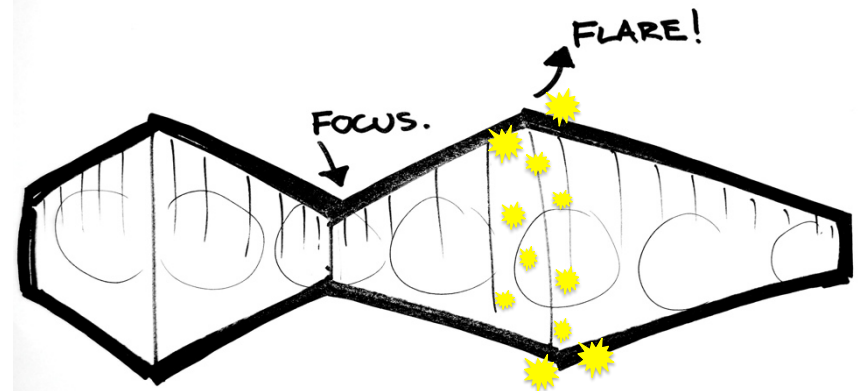


d.



d.

WHY IDEATE



d.

WHY IDEATE

Decisions

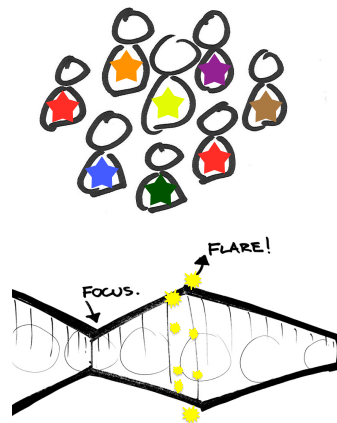
d. 100%

SETTING UP FOR SUCCESS

Energy up!

Place enabled

People diversified



d. 100%

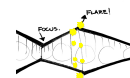
TOOLS OF IDEATION

1. Brainstorming
2. Bodystorming
3. Crowdsourcing
4. Environment as Inspiration
5. Six Senses
6. Ax4

d. 100%

HOW TO BRAINSTORM: RULES

Innovation Potential



Go for Quantity
Headline
Wild Ideas

Defer Judgment
Build on the Ideas of Others

One Conversation at a Time
Stay on Topic
Be Visual

Power of Groups



d. 100%

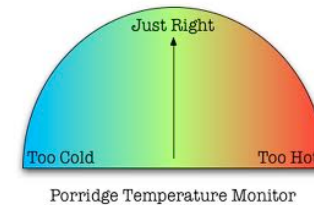
WARM UP BRAINSTORM

How to get our kindergarten niece to eat her vegetables

d. 🍌 🍌 🍌 🍌 🍌

GETTING TO “HOW”

How Might We...?’s are short statements built off of a POV that launch Brainstorms.



d. 🍌 🍌 🍌 🍌 🍌

HOW TO MAKE “HOW MIGHT WE’S”

Challenge: Redesign the ground experience at the local international airport

POV: Harried mother of three, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because “annoying little brats” only irritate already frustrated fellow passengers.

Amp up the good: HMW use the kids’ energy to entertain fellow passenger?

Remove the bad: HMW separate the kids from fellow passengers?

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HOW TO MAKE “HOW MIGHT WE’S”

Explore the opposite: HMW make the wait the most exciting part of the trip?

Question an assumption: HMW entirely remove the wait time at the airport?

Go after adjectives: HMW we make the rush refreshing instead of harrying?

ID unexpected resources: HMW leverage free time of fellow passengers to share the load?

Create an analogy from need or context: HMW make the airport like a spa? Like a playground?

d. 🍌 🍌 🍌 🍌 🍌

HOW TO MAKE “HOW MIGHT WE’S”

Play POV against the challenge: HMW make the airport a place that kids want to go?

Change a status quo: HMW make playful, loud kids less annoying?

Break POV into pieces: HMW entertain kids? HMW slow a mom down? HMW mollify delayed passengers?

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HOW TO MAKE “HOW MIGHT WE’S”

Make your own!

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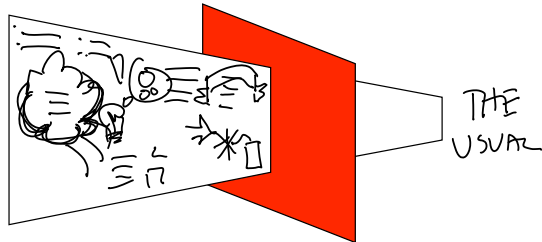
HOW TO MAKE “HOW MIGHT WE’S”

- Amp up the good
- Remove the bad
- Question an assumption
- Go after adjectives
- ID unexpected resources
- Create an analogy from need or context
- Play POV against the challenge
- Change a status quo
- Break POV into pieces

d.⊗⊗⊗⊗⊗



SMART IDEA SELECTION



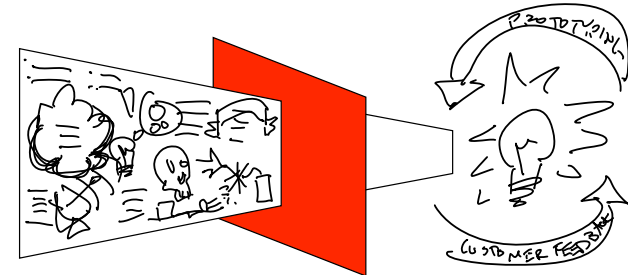
All the creative, wild, bad, OK, and undeveloped ideas from your brainstorm

When evaluated with typical "attractive" and "feasible" criteria before direct implementation

Yield familiar and incremental results

d. [icon] [icon] [icon] [icon] [icon]

HOW TO SELECT



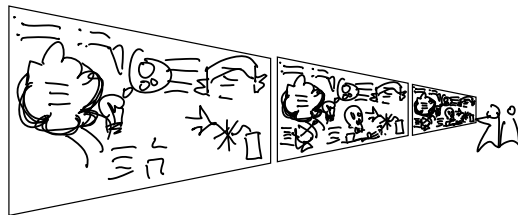
All the creative, wild, bad, OK, and undeveloped ideas from your brainstorm

Selected for potential

Yield breakthrough innovations and can be developed for feasibility

d. [icon] [icon] [icon] [icon] [icon]

HOW TO SELECT



The rational choice

Place two votes on the ideas that you think are most likely to be straightforward to create

The most likely to delight

Place two votes on the ideas that you think would delight users (regardless of practicality)

The darling

Place two votes on the ideas that you think your team is most excited about (regardless of practicality)

The longshot

Place two votes on the ideas that you think would be the biggest breakthrough (ignore real world constraints)

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TAKING IDEAS FORWARD

Quick Sketch:

What is it?

How does it work?

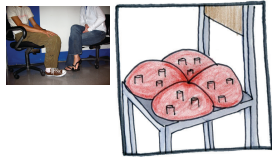
Why is it important?



d. [icon] [icon] [icon] [icon] [icon]

TAKING IDEAS FORWARD

Quick Sketch:



What is it?

The first date seat is a chair with sensors and motors inside the cushions. It communicates with your date's chair and mimics his or her awkward squirming in your seat.

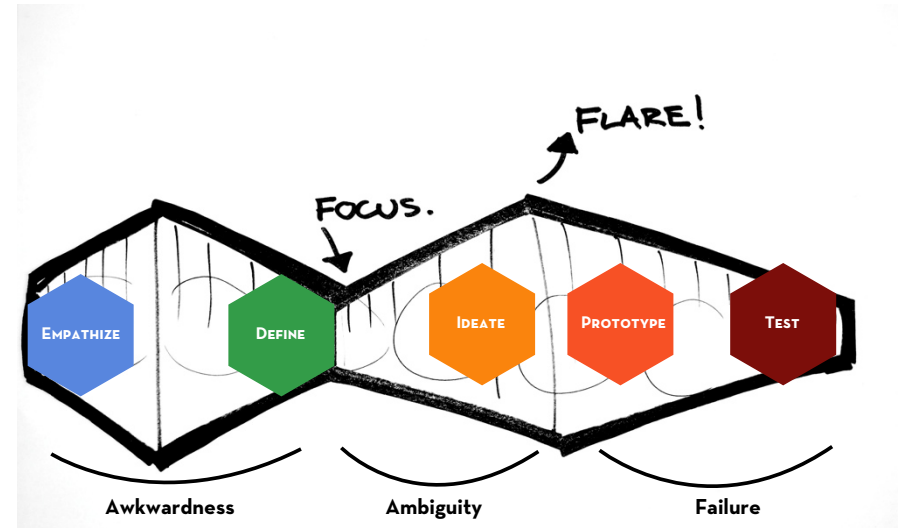
How does it work?

Pressure sensors throughout the cushion measure your movement. Inflatable air bags and motors recreate your date's movement. Bluetooth allows the two chairs to sync.

Why is it important?

The first date chair creates uncomfortable intimacy. It makes public something that should be private. It creates a physical bond between two people that are not touching.

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