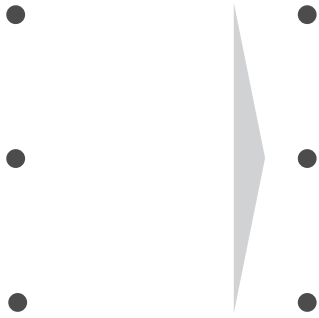


Idea Development Sheet B

1. What is the problem and challenge?

What are the insights and evidence?

What policy or design can fix it?



How would you announce it?

Challenge Statement

Turn your core problems into questions to take forward to the ideation stage. Each should start with "How might we..."

This is a potential example of how one might look: "How might we ____ (verb, e.g. help, let) ____ (target audience) to achieve ____ (goal, vision) under ____ (conditions)?"

2. Describe your idea

_____ (product / service)

can offer _____ (solutions)

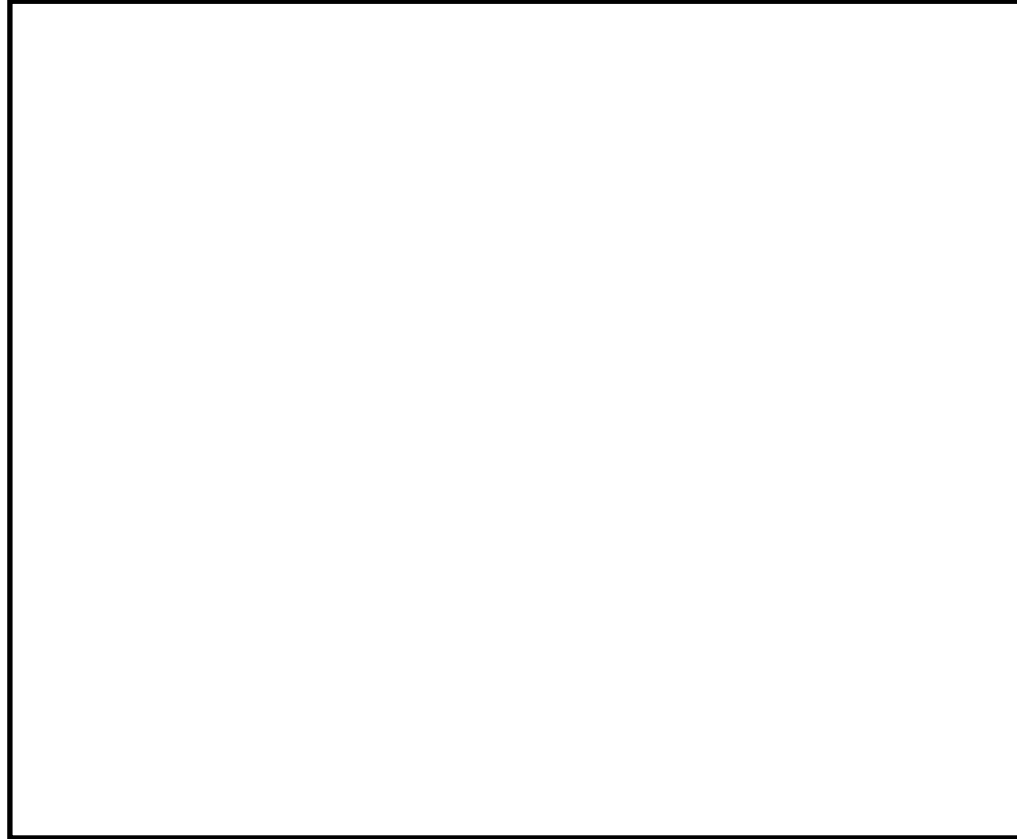
, let _____ (target audience / users)

which _____ (needs / want)

achieve _____ (vision in the future)

3. Draw the structure or context of your idea

Picture can make you idea more understandable while presenting.



4. Risks and Barriers



Actions to avoid



5. Make your idea more complete

How will you develop your idea further??

(Ensure your idea can be excuted, from the small stuff, expanded and repeated.)

Who are most able to best execute these ideas?

6. What does success look like?

Describe how it will be after the idea success.
(for example: what are short-term and long-term benifits?)
How will you mesaure the succees?