

Ideation Workshop Script

Innovating a Digital Sport for All

Objective:

To ideate and prototype a universally accessible and inclusive digital sport that anyone can participate in by the next Olympic Games.

Workshop Agenda and Time Schedule

Duration: 2 hours

1. Icebreaker: “Digital Sport Guessing Game” (10 minutes)

- Each participant describes their favorite sport using three clues while others guess.
- Objective: Break the ice and stimulate creative thinking around sports.

2. Step 1: Setting the Stage (10 minutes)

- Leader (A) introduces the problem statement: *"How might we create a digital sport anyone could play?"*
- Share objectives, workshop process, and roles.

3. Step 2: Brainstorming Ideas (30 minutes)

- Timekeeper (B) divides brainstorming into two phases:
 - **Phase 1** (15 minutes): Participants silently jot down ideas individually on sticky notes (physical or digital tools like Miro).
 - **Phase 2** (15 minutes): Group discussion and clustering of ideas on a shared board.

4. Step 3: Refining Ideas (25 minutes)

- Logistics lead (C) ensures ideas are grouped into categories (e.g., inclusivity, feasibility, fun).
- Each group discusses how the ideas align with the objective and shortlists the top 5.

5. Step 4: Voting Process (10 minutes)

- Participants vote on ideas using dot stickers (or digital tools). Each gets 3 votes to allocate across ideas.
- Top-voted idea becomes the main concept.

6. Step 5: Prototyping (30 minutes)

- Split into small groups of 2–3.
- Each group creates a quick prototype (sketch, wireframe, or storyboard).
- Leader (A) moderates a 5-minute presentation per group.

7. Step 6: Wrap-Up and Next Steps (5 minutes)

- Summarize outcomes.
- Assign tasks for documenting and preparing deliverables.