

# Concept Genesis & Development

## WHAT WE LEARNED

PROBLEM THIS  
IS ADDRESSING:

The experience of having lunch  
for the local workforce of

THEMES:

TARGET  
STAKEHOLDERS:

1

2

3

NEEDS THIS IS  
ADDRESSING:

INSIGHTS:

## IDEAS/ POSSIBILITIES GENERATED

OPPORTUNITY  
FRAME STATEMENT:

Given, that \_\_\_\_\_, How Might We \_\_\_\_\_?

DESIGN CRITERIA:

IDEAS GENERATED:

CHOSEN IDEA

## HOW THIS COMES TO LIFE

CONCEPT NAME:



HOW TO  
USE THIS  
SECTION

1. Write the concept name.
2. Decide how this concept will come to life by considering:
  - **Who** is involved
  - **What** they are doing
  - **When** things are happening
  - **How** things are happening
  - **Where** things are happening
3. Sketch the scenes in the storyboard frames.
4. Briefly annotate each scene, if necessary.

SKETCH HERE -->

SKETCH HERE -->