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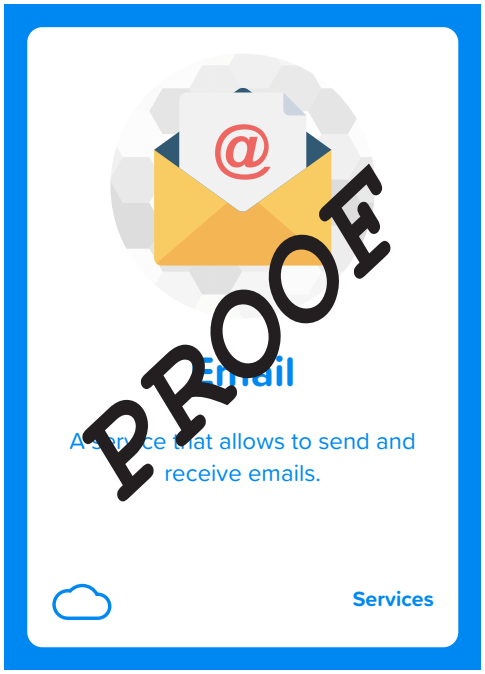
This is the open source release of the Tiles Ideation Toolkit.
See tilestoolkit.io for license.

88 mm

English Edition

63 mm

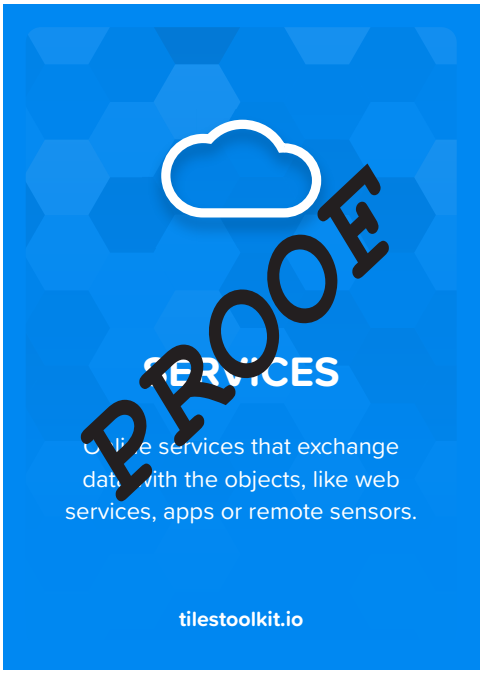
Test page: FRONT



These two pages can be used to test your printer setup, before printing the rest of the cards.

- Print just the two test pages (FRONT and BACK), on both sides of one sheet of paper size A4.
- We recommend opening the PDF and printing from Adobe Acrobat Reader.
- Do not use any upscaling or downscaling, or any option to enlarge or shrink the document to fit the page. You need to print the document at 100% of the original size if you want to maintain the original dimensions of the cards.
- Cut out the two proof cards with a pair of scissors, the graphic on the front should match the background of the card.
- Check for any color mismatch for red, blue and yellow elements.
- If you are satisfied with the print result of the test page, you are safe to print the rest of the pages using the same printing settings.

Test page: BACK



Custom Thing

Sketch or describe your new object here.

Things

Bike

A bicycle, a part of it, or some other object used in conjunction, for example a helmet or a lock.

Things

Wallet

A wallet, purse or card case used to carry money and credit cards.

Things

Watch

An ordinary wristwatch.

Things

Eyewear

A pair of ordinary glasses or sunglasses.

Things

Keychain

A keychain or a key.

Things

Pen or Pencil

A writing tool, for example a pen, a pencil or a marker.

Things

Luggage

A bag or backpack that is carried along during travels.

Things

Clothing

Any piece of ordinary clothing, for example a sweater, a pair of trousers or a shirt.

Things

THINGS

Physical objects to be augmented with technology and interactivity.

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Shoe

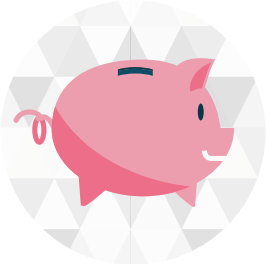
Shoes or some part of a shoe, for example the shoelaces or the sole.

Things

Headgear

A piece of headgear, for example a cap, a beanie or a helmet.

Things



Piggy Bank

A piggy bank or similar objects that are used to save money.

Things

Furniture

A piece of furniture in the home, for example a chair, a table or a sofa.

Things

Coffee Cup

A cup or mug for coffee or tea.

Things

Umbrella

An umbrella or part of it.

Things

Sport Equipment

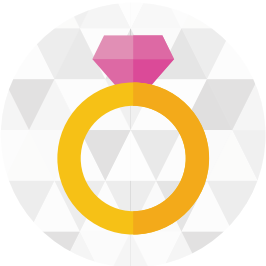
A football, a tennis racket or another piece of sporting equipment.

Things

Plant

A household plant, flower or its planter.

Things



Jewelry

A piece of jewelry, for example a ring, an armlet or a necklace.

Things

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Medication

An object related to personal medication, for example a pill bottle, medicine cabinet, etc.

Things

Shower

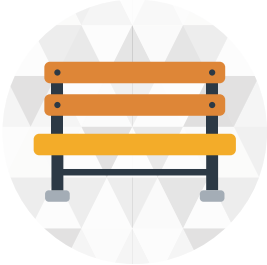
A shower, a sink or a bathtub.

Things

Street Light

A public illumination lamp found in streets or other urban areas.

Things



Bench

A public bench.

Things

Public Bin

A public bin for waste or recycling.

Things

Wheelchair

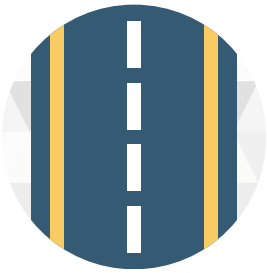
A wheelchair to be used by people with limited mobility.

Things

Building

A building found in urban or rural areas, for example an office, gym, store, school or restaurant.

Things



Street

A street that is either used by cars or as a sidewalk by people.

Things

Public Transport

A bus, train or tram part of public transport, including parts such as doors, seats, or the bus stop.

Things

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Car

A vehicle that is privately owned.

Things

Boat

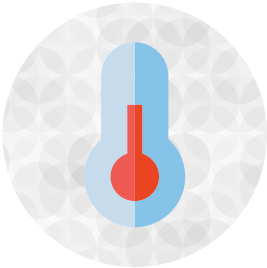
A sailboat, motorboat or other forms of transportation over water.

Things

Custom Sensor

Sketch or describe your new sensor here.

Sensors



Temperature

Temperature of the object or the ambient in its surroundings.

Sensors

Humidity

Air humidity of the ambient where the object is placed.

Sensors

Weight

Weight or change of weight of the object.

Sensors

Air Pollution

Pollution of the air surrounding the object.

Sensors

Location

Latitude and longitude coordinates of the object.

Sensors

Water Quality

Water quality of the environment where the object is placed.

Sensors

SENSORS

Sensors that connect to a thing to register data from its surroundings.

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Sound

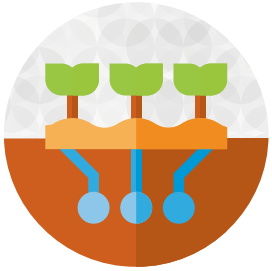
Noise and sounds from the ambient surrounding the object.

Sensors

Energy

Energy usage of the object.

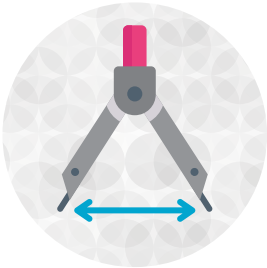
Sensors



Soil Moisture

Humidity and water contained in the soil where the object is placed.

Sensors



Distance

Distance measured from the object to an external obstacle.

Sensors

Motion

Movement of humans or animals detected in the proximity of the object.

Sensors

Custom Feedback

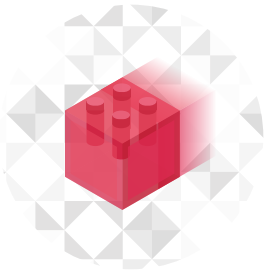
Sketch or describe your new feedback here.

Feedback

Emoji

The object displays some kind of emotional response.

Feedback



Motion

The object moves in response to a trigger.

Feedback

Text

The object displays a short text message to the user.

Feedback

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FEEDBACK

Output feedback used by the object to communicate back to the user.

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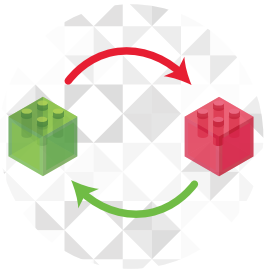
Sound

The object emits a sound.

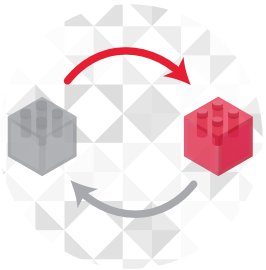
Feedback



Color Change

A light on the object changes or fades from one color to another.

Feedback



Blink

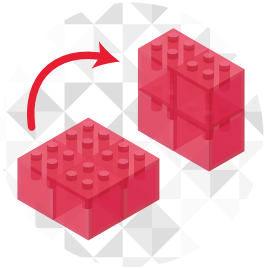
A point of light on the object starts blinking.

Feedback

Vibrate

The object starts vibrating.

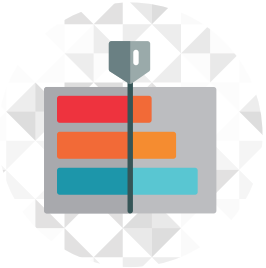
Feedback



Shapeshift

The object changes its shape in some way.

Feedback



Timeline

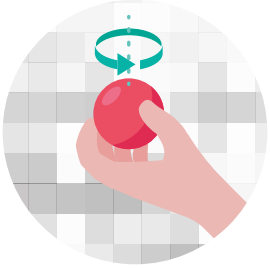
The object provides a visualization of data over time.

Feedback

Custom Action

Sketch or describe your new human action here.

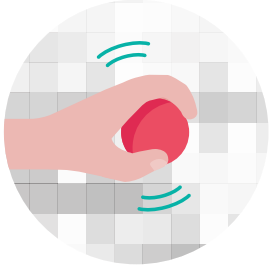
Human Actions



Rotate

The user rotates the object along one of the three axes.

Human Actions



Shake

The user shakes the object.

Human Actions

FEEDBACK

Output feedback used by the object to communicate back to the user.

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HUMAN ACTIONS

Human gestures and object interactions to activate behaviors and routines.

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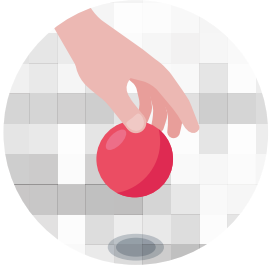
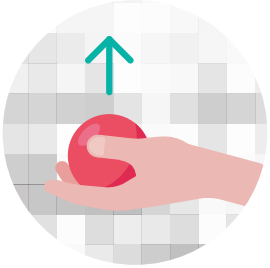


Drop

The user drops the object to the ground.

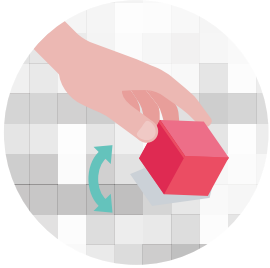
Human Actions



Lift

The user lifts the object from a static surface.

Human Actions



Tilt

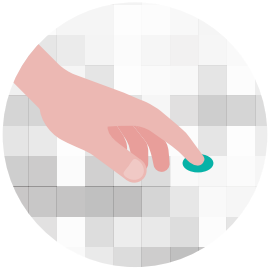
The user tilts the object on one of the three axes.

Human Actions

Location Change

The user moves the object to a specific location, or away from it.

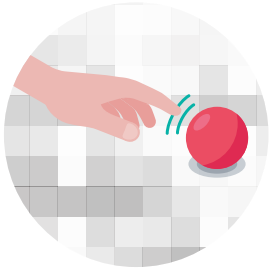
Human Actions



Tap

The user taps the object, either with a single or double tap.

Human Actions



Proximity

The user moves near the object without actually touching it.

Human Actions

Custom Service

Sketch or describe your new online service here.

Services

Health and Fitness

A service providing access to health and fitness data of the user.

Services

Email

A service that allows to send and receive emails.

Services

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SERVICES

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

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Bank Account

A service allowing to update or retrieve data from an online banking account.

Services

Weather

Data from a weather forecast service, for example temperature, rain probability, UV index, etc.

Services

Social Media

A service connecting to social media accounts to retrieve or post data.

Services

Calendar and Time

A service connecting to your calendar, allowing to schedule appointments or check availability.

Services

Traffic

Data about vehicular traffic and road accidents.

Services

Public Transit

Data from the public transport system, for example bus or train schedules.

Services

Cloud Storage

A database or generic online document-based storage service.

Services

Instant Messaging

SMS or other instant messaging services.

Services

Music Streaming

A service to control or notify music playback of a speaker or other sound devices.

Services

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News and Sports

Data from news providers or sport results.

Services

Public Webcam

A video feed from a public camera or surveillance camera.

Services

Smart Home

A service allowing to retrieve sensor data and control the components of a smart home.

Services

Custom Mission

Describe a mission or goal of your choice here.

Missions

Trojan Horse

GOAL

Create an idea 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

Habit Changing

GOAL

Create an idea 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

Social Interaction

GOAL

Create an idea 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

Enjoyable Objects

GOAL

Create an idea where the objects are so pleasant or playful 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

Time-saver

GOAL

Create an idea that simplifies or automates a task that people normally spend time doing against their wishes.

EXAMPLE

A washing machine that orders new detergent when it senses it is running low.

Missions

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MISSIONS

The purpose, value or utility that your IoT idea provides to people.

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Immortality

GOAL

Create an idea that can help the user save something for posterity, or perhaps that is able to give health benefits to the user.

EXAMPLE

A mirror that takes a picture of you every day to keep a memory of that day in your life.

Missions

Omniscience

GOAL

Create an idea that provides 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

Obstacles

GOAL

Create an idea where a task is intentionally made harder to discourage bad habits or create additional challenges.

EXAMPLE

An alarm clock that moves around the room forcing the users to chase it if they are oversleeping.

Missions

Teleportation

GOAL

Create and idea that makes you feel like being in multiple places at once, or that let you experience some aspects of a different place.

EXAMPLE

An alarm clock that every morning wakes you up with sounds and lights from different places in the world.

Missions

Tangibles

GOAL

Create an idea 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

Sixth Sense

GOAL

Create an idea that gives the user 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

Safekeeping

GOAL

Create an idea that protects 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

Expression

GOAL

Create an idea that allows new ways to express yourself creatively or emotionally.

EXAMPLE

Stairs that turn into piano keys when someone steps on them.

Missions

Custom Criteria

Describe a criteria of your choice here.

Criteria

MISSIONS

The purpose, value or utility that your IoT idea provides to people.

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CRITERIA

Reflection criteria to help evaluate your IoT idea.

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MISSIONS

The purpose, value or utility that your IoT idea provides to people.

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Innovation

WHAT

Ideas that solve new problems through skillful use of technology.

HOW TO JUDGE

Would technology pioneers be interested in your idea? How would the news headlines about the idea read like?

Criteria

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

Utility

WHAT

How useful and practical are the ideas.

HOW TO JUDGE

Does the idea solve a real problem for its users? Can you imagine it being used every day?

Criteria

Attraction

WHAT

The attractiveness of the idea, as in products that the user is 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

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

Feasibility

WHAT

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

HOW TO JUDGE

Would you invest your savings in the development of the product idea? Do you know about similar products being successful?

Criteria

User Friendly

WHAT

Ideas that solve a real need for the users and that are easy to use for a large number of people.

HOW TO JUDGE

Would users' life be easier with the product than without it? Could both children and elderlies use it?

Criteria

Market Potential

WHAT

Product ideas that attract a large audience which is willing to pay to use them.

HOW TO JUDGE

How would investors respond to the product idea? Can you see a big company formed around the product?

Criteria

Sustainability

WHAT

An idea that is environmentally friendly or that can encourage sustainable behaviors.

HOW TO JUDGE

Would the product idea be a net positive for the environment? How does its lifecycle look like?

Criteria

CRITERIA

Reflection criteria to help evaluate your IoT idea.

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Custom Scenario

Sketch or describe your new scenario here.

Scenarios

1 NO POVERTY

Extreme poverty affects 11% of the world population.

How can IoT technology help with promoting micro enterprises and social protection, in a sustainable way?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

2 ZERO HUNGER

Two billion people are expected to be undernourished by 2050.

How IoT technological advancements in agriculture and livestock management can support an improved, yet ethical farming system?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

3 GOOD HEALTH AND WELL-BEING

Children born into poverty are twice as likely to die as those from wealthier families.

How to improve sanitation and hygiene, reduce pollution and use more efficient and clean technologies for cooking?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

4 QUALITY EDUCATION

More than 600 million youth worldwide lack basic mathematics and literacy skills.

How school building designs, educational tools and methods can be improved through the use of IoT technology?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

5 GENDER EQUALITY

Women and girls still suffer from discrimination and violence in every part of the world.

How IoT technology can help providing equal access to education, healthcare and careers via personal empowerment?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

6 CLEAN WATER AND SANITATION

Water scarcity and lack of sanitation services affect more than 40% of the global population.

How IoT technology can help developing countries in managing freshwater and sanitation facilities at a local level?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

7 AFFORDABLE AND CLEAN ENERGY

Access to clean and affordable electricity is essential for development and sustainability.

How IoT technology can help achieving universal access to energy, increased energy efficiency and use of renewables?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

8 DECENT WORK AND ECONOMIC GROWTH

Roughly half the world's population still lives on the equivalent of about US$2 a day.

How IoT technology can allow people to have quality jobs that stimulate the economy while not harming the environment?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

SCENARIOS

Problems and challenges that your IoT idea is addressing.

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9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Industrialization and growth requires modern infrastructures for transport, irrigation and energy.

How IoT technology can foster the development of reliable, sustainable and resilient infrastructure to support growth?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

10 REDUCED INEQUALITIES

Economic growth is not sufficient to reduce poverty if it's not available for all.

How IoT technology can reduce disparities in access to health and education services and other assets on a global scale?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

11 SUSTAINABLE CITIES AND COMMUNITIES

Cities are hubs for ideas, culture and commerce; but also known for traffic, pollution and inequalities.

How IoT technology can help dealing with the challenges of urbanization, foster growth and provide safe affordable housing?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Material consumption of natural resources is increasing globally.

How IoT technology can help educating consumers on sustainable consumption, production and efficient use of natural resources?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

13 CLIMATE ACTION

Climate change is costing lives due to extreme weather, rising sea levels and droughts.

How IoT technology can help improving awareness, mitigation and transition to a low-carbon economy?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

14 LIFE BELOW WATER

Oceans and seas are vital sources of drinking water and they absorb 30% of CO_2 produced by humans.

How IoT technology can help preventing and reducing pollution, protect coastal ecosystem for healthy and productive oceans?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

15 LIFE ON LAND

Forests cover 33% of the Earth's surface, protect biodiversity and are key to fight climate change.

How IoT technology can halt desertification, help protecting flora and fauna biodiversity and foster ethical use of land-sources?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Violence against children, human trafficking and sexual violence are important to address for sustainable development.

How IoT technology can aid peaceful societies, respect human rights and tackle corruption?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

17 PARTNERSHIPS FOR THE GOALS

A successful agenda requires partnerships among governments, the private sector and civil society.

How IoT technology can help building partnership, attract investment and develop regulations sustaining growth?

SUSTAINABLE DEVELOPMENT GOALS Scenarios

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Custom Persona

Sketch or describe your new user group or persona here.

Personas

Yourself

You, your family, or other social groups or communities you are part of.

Personas

Child

A 3 year old girl, named Bea or her group of friends and schoolmates.

Personas

Elderly

A 72 years old retired man called Harry, or his group of friends from the retirement home.

Personas

Disabled

A 43 years old that lives on a wheelchair, named Tom, or his paralympic sport team.

Personas

Construction Worker

A 37 years old city worker, named Jane, or her work team.

Personas

Tourist

A 52 years old tourist, named Peter, or his travel group.

Personas

Emergency Worker

A 46 year old firefighter, named Paul, or his rescue team.

Personas

Refugee

A 22 years old war refugee, named Jena, or her friends and family.

Personas

PERSONAS

Target users for your IoT idea.

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Tiles IoT In

TRIGGERS

WHAT CARDS TO USE?

Human Actions

Services

Sensors

THINGS

WHAT CARDS TO USE?

Things

RESPONSES

WHAT CARDS TO USE?

Feedback

Services

Playbook

Total time: circa 35 min

Approx. time: 5 min

1

Start by selecting a persona and a scenar that you have agreed to focus on

What specific needs or problems are you trying to solve for the user selected? You ca place the chosen Scenario and Person cards in the card placeholders at the botto left corner of the board.

Approx. time: 20 min

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2

Refine the mission

Challenge yourself to think creatively about the purpose or mission of your idea. Use up to three Missions cards to challenge and guide your idea.

3

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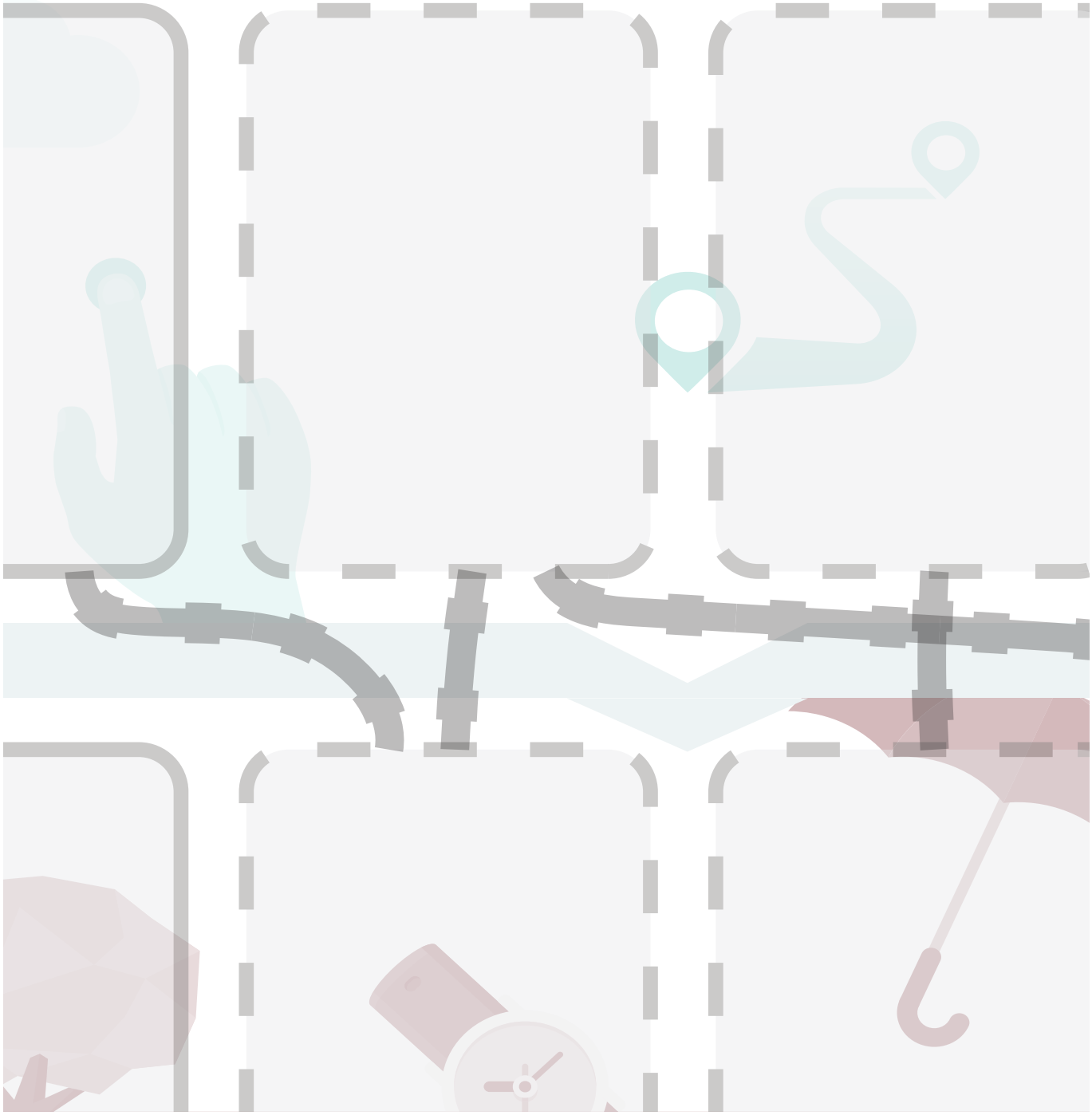

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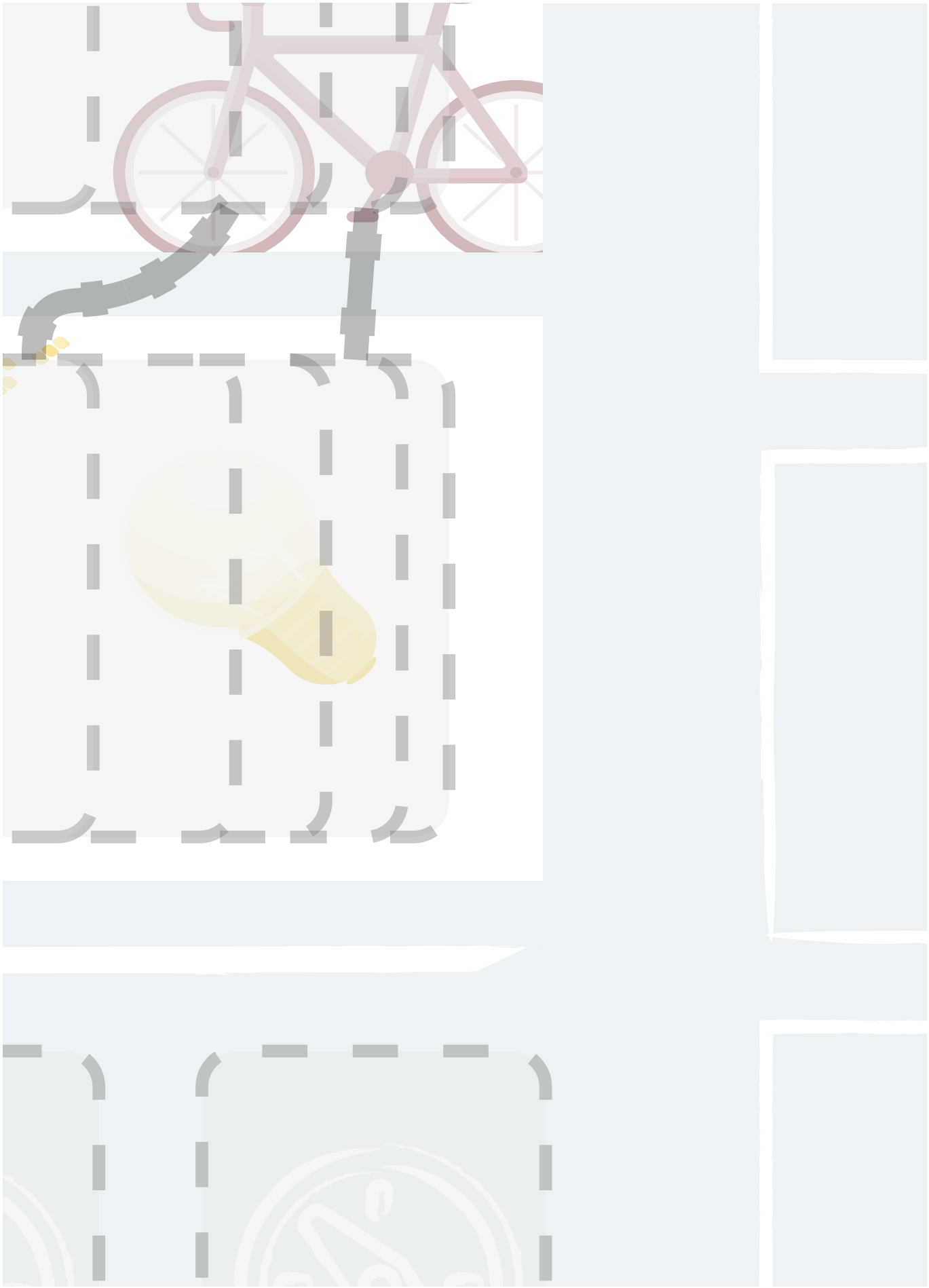

3

at objects are central to your user?

at objects are central to your users and w they can help solving the needs you ve identified? Look through the Things rds, select a few of them as your starting nt and place them on the card ceholders in the THINGS section of the ard.

4

What actions trigger th

Explore what types o whether they are Huma Services from a conne can have multiple trig trigger can affect multi selections on the card TRIGGERS section of th

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5

r the Thing?

of input are needed, man Actions, Sensors or nected source. A thing riggers, and the same ltiple things. Place your ard placeholders in the f the board.

How does the object respond when i triggered?

Responses allow the object to communic back to the user when it is triggered, eit by a direct Feedback from the object itse by sending data to an app or service thro Services. Place your selections in the RESPONSES section of the board.

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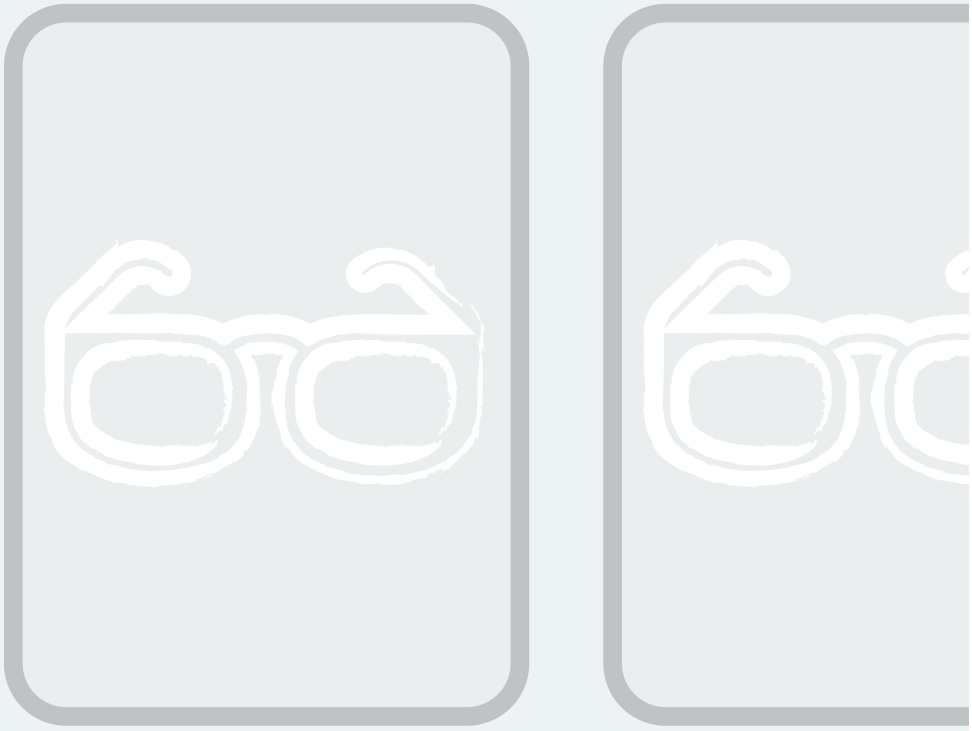

Elevator pit

Elevator pit

Approx. time: 10 min

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6

Flesh out the idea

The Storyboard section of the board is your sandbox to describe and illustrate the idea you are working on. Try to make notes and sketches to show how, where and when the concept works and looks, and what it might feel like to use it. Imagine a story which depicts a use case for your object, you can sketch each step on a post-it and stick them in the boxes.

7

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idea

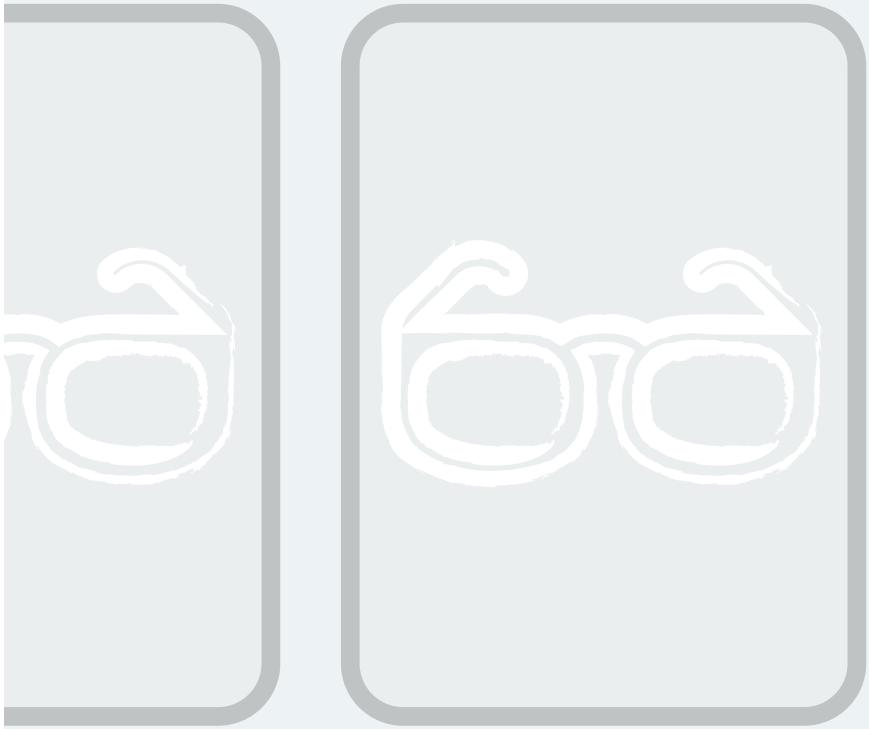
7

Reflect and improve

Look through different Criteria and discuss how well your concept scores on each. Select a few strenghts and weaknesses of the concept, and see if you can come up with improvements to resolve the weaknesses, you can change the other cards and the storyboard if you feel the need.
Write down a brief description of the final idea in the Elevator Pitch box.

itch

criteria



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