



» Increase your creativity by getting inspired from various analogous fields.

You want to energize your creativity.

PREPARATION

1. Get in contact with another course mate or someone from your personal background.
2. Get your POV of Module 5 ready.

ANALOGIES

STEPS (45 min)

1. 10 min: Analyze your POV's How-Might-We-Question and collect analogies that have similarities to the user's problem and/or the way the user should feel with your idea. Take these Analogy Finders as help:
 - a) Who is doing well in what you want to achieve? (Extreme Performers)
 - b) Which other field in nature, science, technology, culture or fiction shows similarities to your task?
2. 15 min: Select 3 Analogies that you like the most and visualize them. You can do that by drawing sketches or searching for pictures online. Afterwards, insert them on the right.
3. 5 min: Brainstorm possible solution. Go for quantity and go wild.
4. Select one idea that is the most user-centric, the most daring and innovative – and the one you personally would like to found a startup with. This is your new solution.
5. 15 min: Fill out the Solution Documentation template.

Your name and contact information optional