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# Big Idea Vignettes

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**INTRODUCTION**

## Why do we do this activity?

Rapidly diverge on a breadth of possible solutions to meet your users' needs.

**INTRODUCTION**

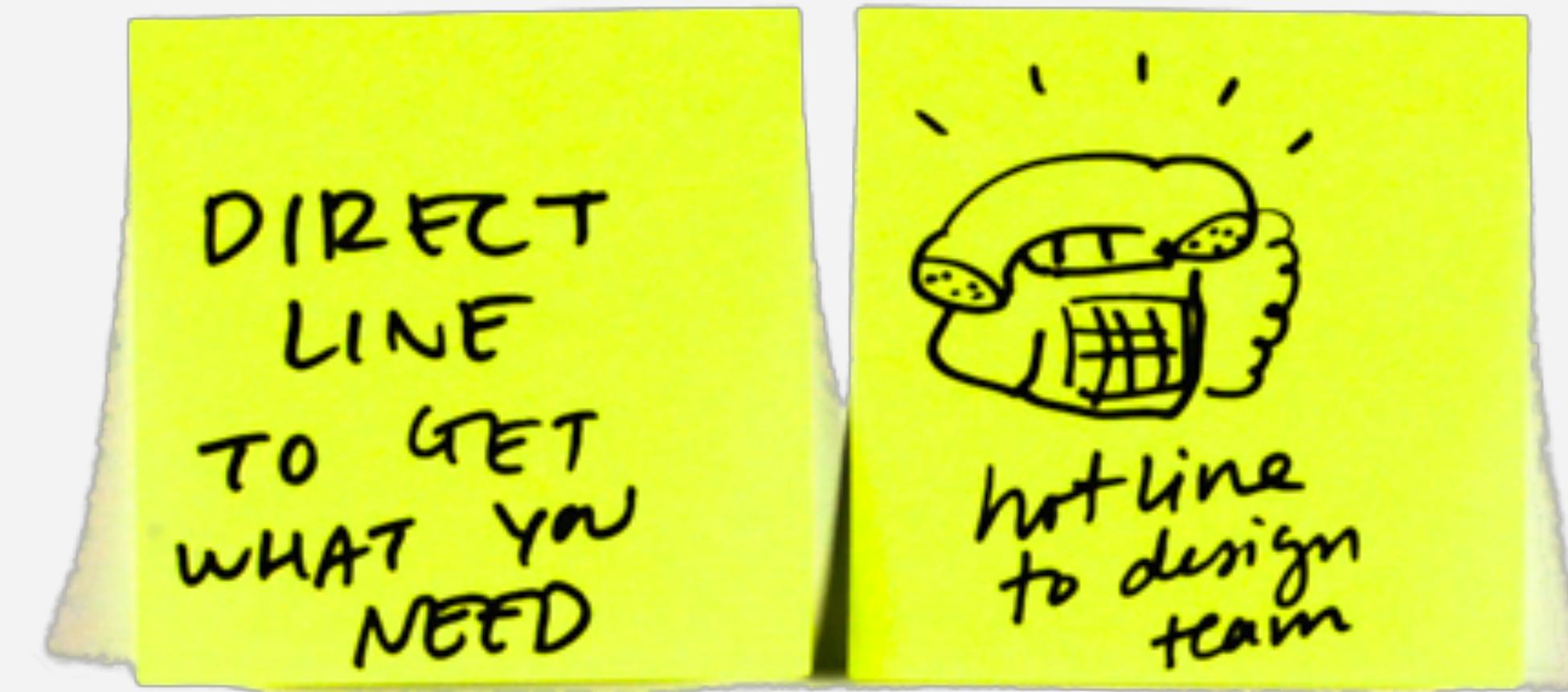
## When should you use this activity?

Any time your team gets stuck or wants to improve something, ideate with the whole team.

Everyone provides a unique perspective on the user and the problem, so everyone should contribute ideas for solutions.

**INTRODUCTION**

Think of a Big Idea as a single frame of a storyboard. Try sketching a visual depiction of what the idea might feel like. Label it with a one or two-word headline.



## BIG IDEA VIGNETTES



**INTRODUCTION**

We suggest **30 minutes** for this activity.  
How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes *before* talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

# Ready, set, go!

**SET UP**

Begin the activity with a good prompt, such as a needs statement, a user story, a Hill, or just a pain point identified in an As-is Scenario Map. Write this prompt somewhere everyone can see.

DEVELOPERS NEED A WAY TO INTERACT WITH THEIR DESIGN TEAMS SO THEY CAN PROTOTYPE FASTER.

**DIVERGE**

Generate ideas, not features. A big idea describes how a user might experience the solution. Features describe the implementation of a solution.



DIVERGE

Create many Big Ideas and quickly share them with each other. Build off others' ideas, but stay out of the weeds and avoid drifting into features or talking about implementation details.

DEVELOPERS NEED A WAY TO INTERACT WITH THEIR DESIGN TEAMS SO THEY CAN PROTOTYPE FASTER.



**CONVERGE**

Look for similar ideas and natural affinities. Move them physically closer together. As you do, name the clusters. Converge on a set that you all want to pursue.

DEVELOPERS NEED A WAY TO INTERACT WITH THEIR DESIGN TEAMS SO THEY CAN PROTOTYPE FASTER.



# Big Idea Vignettes

**30 min**

# PLAYBACK

Choose one person  
to play back each  
cluster of ideas.

- Feel free to discuss and add more ideas as you all review the clusters.



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