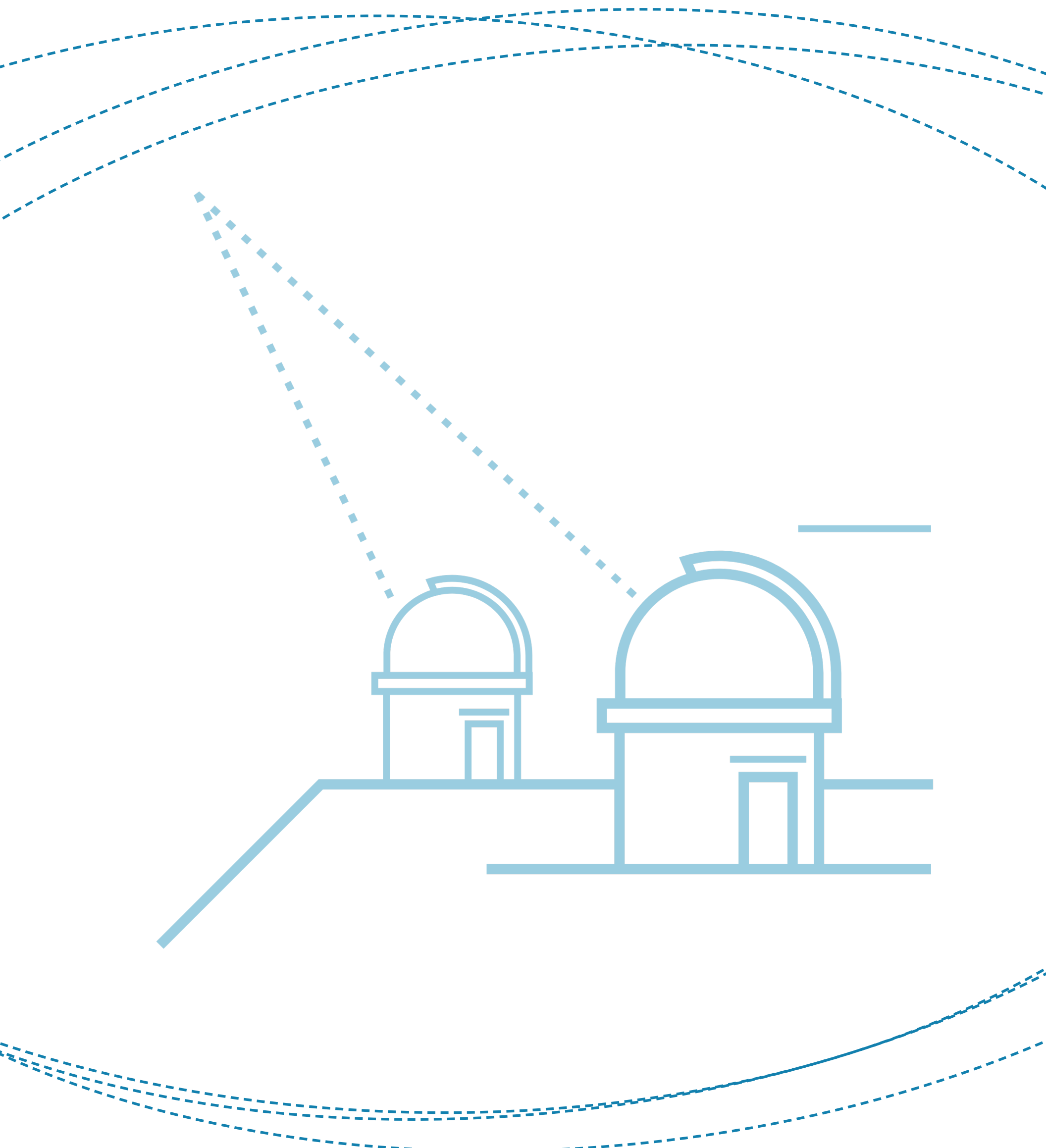


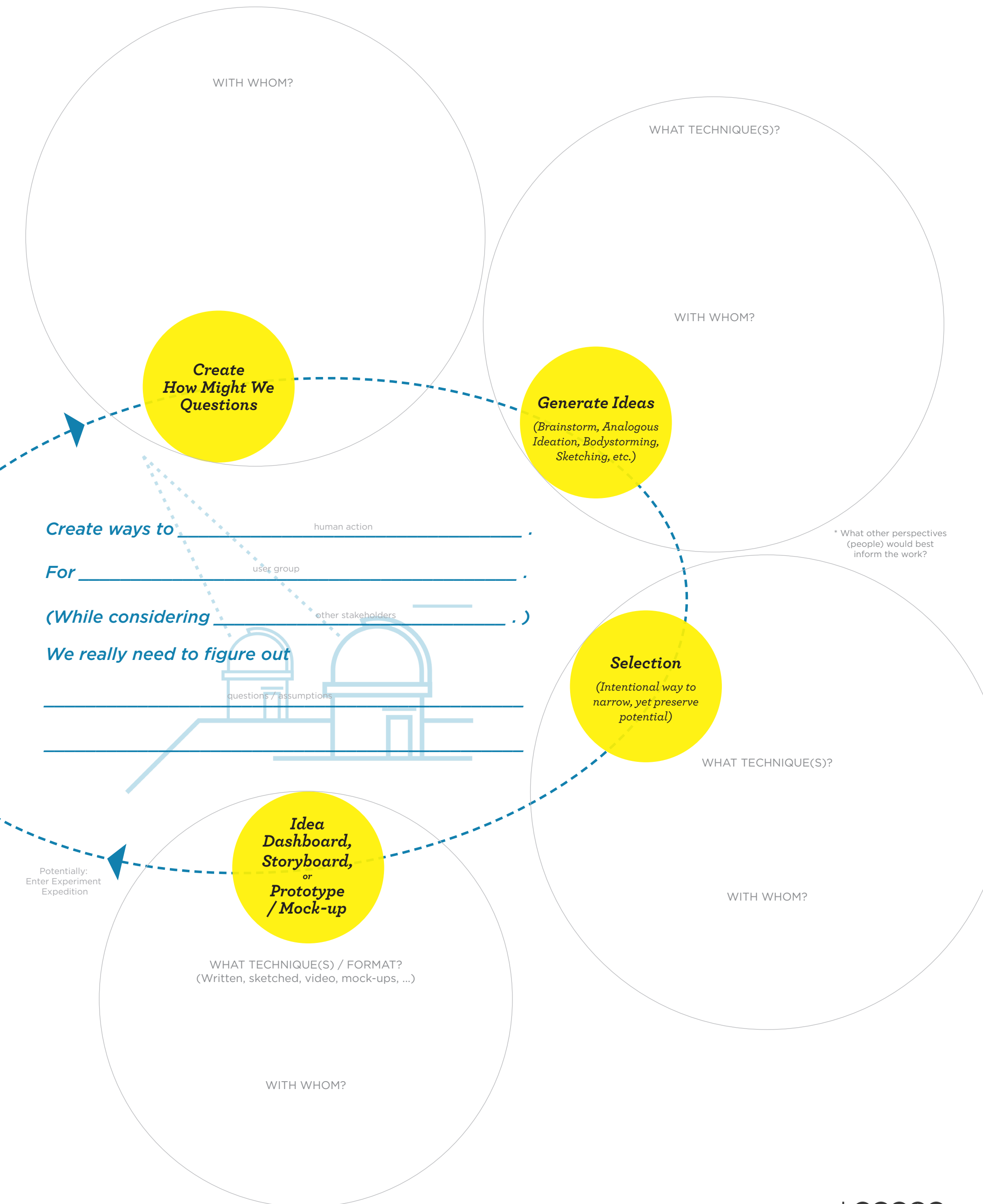
IDEATION/CREATION EXPEDITION

A flight plan for design exploration



IDEATION/CREATION EXPEDITION PLAN

An ideation expedition is to generate many ideas, and begin to develop some of those. Below is a generic sequence of steps to do it. Outline each specific step for your expedition.



“HOW-MIGHT-WE” QUESTIONS

TURN INSIGHTS INTO ACTIONABLE PROVOCATIONS

AN EXAMPLE

Imagine you are in the ice cream business and you have an insight/perspective:

**“Sharing an ice cream cone is a uniquely tender moment.
How could we build our business around this?”**

You might create the following How-Might-We questions:

Amp up the good (or lessen the bad):

HMW make the “tandem” of ice cream cones?
HMW make an ice cream shop the perfect first date venue?

Focus on emotions:

HMW help a father shows his love to his daughter with an ice cream cone?
HMW design an ice cream cone to say goodbye?
HMW make the “I’m sorry” ice cream experience?

Question an assumption:

HMW share ice cream without a cone or cup?

Create an analogy from insight or context:

HMW make ice cream like a therapy session?

Focus in on an element:

HMW amplify and celebrate the dripping of ice cream?

Take it to an extreme:

HMW make a mourning ice cream experience?

***Your insight(s)
/ perspective:***

AMP UP THE GOOD AND FOCUS ON EMOTIONS

FLIP ASSUMPTIONS AND ANALOGY

FOCUS IN AND TAKE IT TO AN EXTREME

BRAINSTORMING PRACTICES

SOME GUIDELINES FOR BRAINSTORMING

Hold an attitude of ...

YES, AND!

Defer judgment.

Go for quantity.

Build on ideas (of others).

For group brainstorming ...

SAY IT WRITE IT STICK IT

One conversation at a time.

Headline!

Capture all ideas.

The most important part is ...

PREP

Prior to brainstorming

Write How-Might-We Questions with insight/direction.

Consider asking people to generate ideas individually first.

Gather materials, prepare a space, and set the tone for generation.

CAPTURE TOP QUESTIONS AND IDEAS

SELECT IDEAS INTENTIONALLY AND RECORD THEM

OPPORTUNITIES EXPLORED

Opportunities/HMW questions you ideated from.
Select three that were generative and represent fruitful directions?

TOP IDEAS

Ideas (solutions/elements) with potential,
even if you are not pursuing them now.
(3-8 ideas)

IDEA DASHBOARD

FLESH OUT YOUR CONCEPT

WHAT...

What's the intervention/solution?



WHO/HOW...

*Who will implement it?
How can it be created in the system?*



WHY...

What change does it creates for people?



DRAW IT