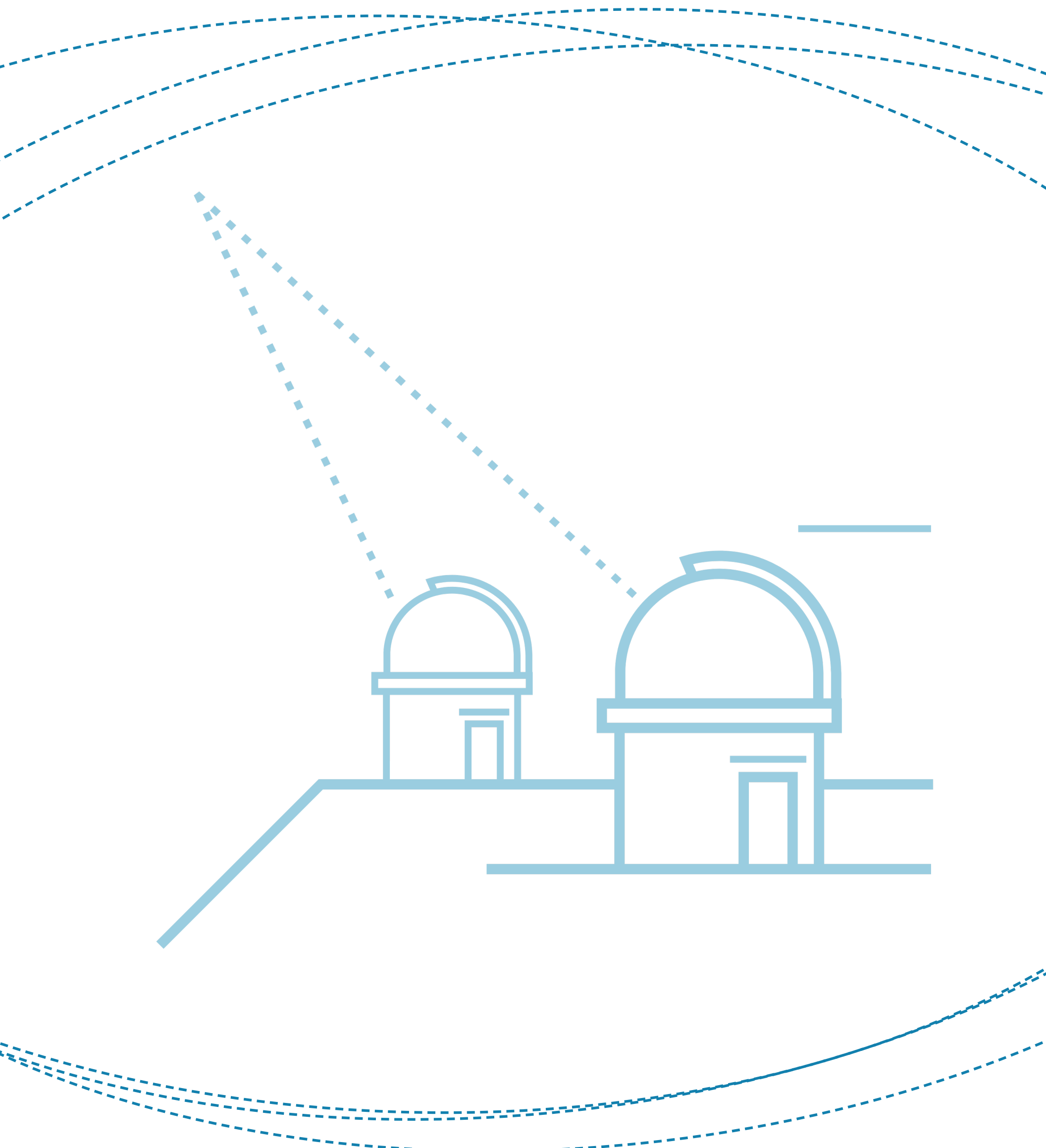


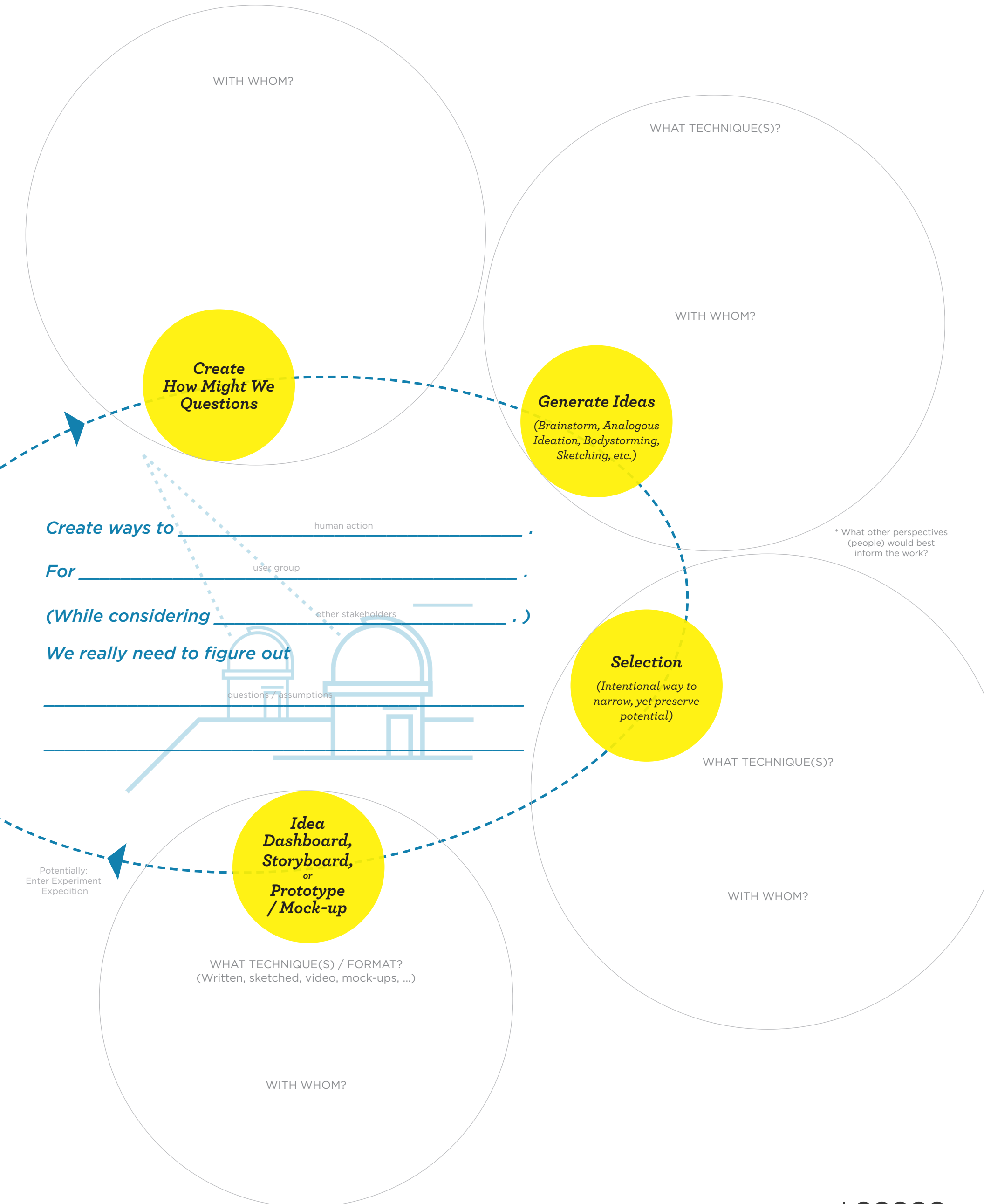
# IDEATION/CREATION EXPEDITION

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

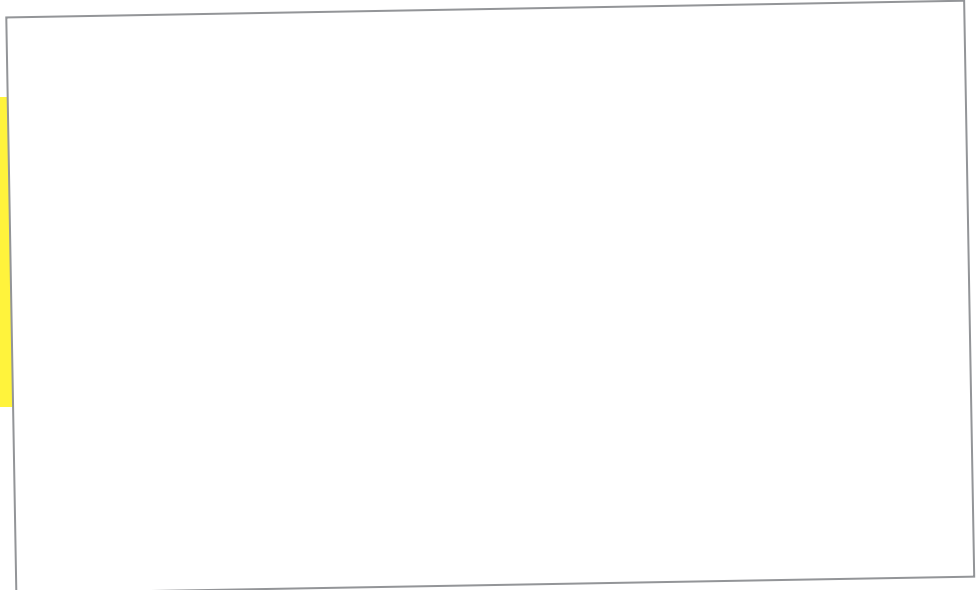
## WHAT...

*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**