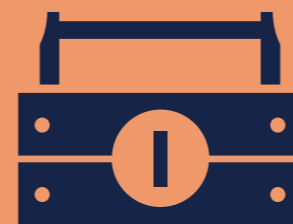




IDEATION
session
TEMPLATES



Thematic Studio II
2021



HOW MIGHT WE _____ *[what: goal]*

SO THAT _____ *[who: stakeholder]*

CAN _____ *[why: insight]* ?

HOW MIGHT WE _____

SO THAT _____

CAN _____ ?

HOW MIGHT WE _____

SO THAT _____

CAN _____ ?

HOW MIGHT WE _____

SO THAT _____

CAN _____ ?

HOW MIGHT WE _____

SO THAT _____

CAN _____ ?

HOW MIGHT WE _____

SO THAT _____

CAN _____ ?

“HOW MIGHT WE”?

What solution options we can think of depends on how we understand the problem or task at hand. A frame guides what we notice, what we see as relevant to the challenge and what is background noise. Framing your goal with a “how might we” question helps to explicate your understanding of the issue.

Play around with multiple frames, trying out different what, who and why options. Have everyone in your team write a few alternative ones, and discuss your different versions.

TIP!

You can construct the questions also from bottom to top, starting from a user research insight you felt was compelling and working your way up.



TURN "HOW MIGHT WE" INTO NEGATIVE

- Take the "how might we" questions you formed and turn the challenge into a negative one
- The goal is to ideate solutions no one wants to use



HOW MIGHT WE _____

SO THAT _____

CAN _____ ?



HOW MIGHT WE _____

SO THAT _____

CAN _____ ?



GENERATE HORRIBLE IDEAS

- Individually, write down equally horrible ideas to the negative challenge



BUILD ON OTHERS' IDEAS

- Individually, ideate further on the horrible ideas your group members have created



SHARE YOUR IDEAS WITH THE GROUP



TURN NEGATIVE IDEAS INTO POSITIVE OPPOSITES

- Individually, take the ideas to their polar opposites.






4-3-5 BRAINWRITING TEMPLATE


HOW MIGHT WE *[what: goal]*


SO THAT *[who: stakeholder]*


CAN *[why: insight]*


?






























1ST ROUND
5 min



2ND ROUND
5 min



3RD ROUND
5 min



4TH ROUND
5 min



USE THE OTHER TEMPLATE



1



THE IDEA IN PRACTICE:

- Describe the idea in a nutshell. How this idea could function, what it could look like, and when and by whom it would be used?

2



WHAT MAKES THIS SOLUTION DIRECTION PROMISING OR INTERESTING?

~~• Have everyone individually add post-it on~~

- 1) what new value the idea could bring and to whom
- 2) why this idea could fit the capabilities, values, resources, networks or strategies of those involved.



3



WHAT MAKES THIS SOLUTION DIRECTION CHALLENGING OR RISKY?

~~• Have everyone individually add post-it on~~

- 1) what remains uncertain
- 2) likely challenges that would need to be overcome in relation to the idea.



TIP!

If you have many participants and diverse ideas, divide into smaller groups and work on separate idea documents.