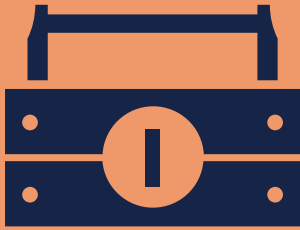


FINNISH
VERSION
AVAILABLE!



IDEATION SESSION CHEAT SHEET



Aalto University
Design Factory



IDEATION SESSION CHEAT



30 min

10 min

setting the table

INTRODUCTION OF THE CHALLENGE AND WAYS OF WORKING

- Why the challenge matters (share connections and data if possible) and goal of the day
- Diamonds in the rough: going for idea quantity, exploring different solution directions
- "Yes, and" mentality: Save idea criticism for later, unusual and wild ideas are welcome

5 min

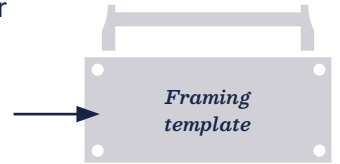
WHO'S AT THE TABLE

- Everyone introduces themselves in the group
- Pick a time keeper in the group if you don't have a dedicated facilitator

15 min

FRAMING

- 5 min individually at least 3 "how might we" question frames
- 10 min share and choose 2 frames for the group



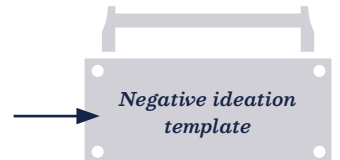
40 min

20 min

building mass

NEGATIVE IDEATION

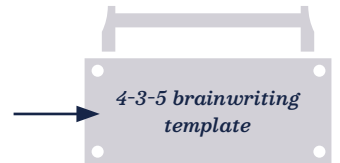
- 2 min choose and flip one of the two "how might we" questions
- 5 min individual ideation
- 8 min share ideas in the group
- 5 min flip one idea into an opposite one. How could that work?



20 min

4-3-5 BRAINWRITING

- Pick the other "how might we" question
- 4x5 mins: individually create and write down 3 ideas
- Move on clockwise, reading others' ideas on the sheet and add 3 more



25 min

15 min

– 5 min break –

taking stock

CLUSTERING

- 10 min in a group: create categories of 4-6 ideas
- 5 min individually: add new ideas to smaller categories or gaps

10 min

SELECTING

- 5 min vote individually: give 3 votes to the most promising/interesting ideas
- 5 min choose as a group: pick or combine the most voted ideas into 2 ideas to document in more detail



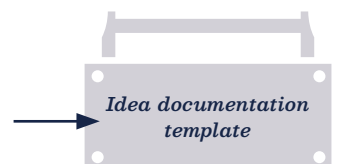
20 min

12 min

capturing

DEVELOPING

Split the group into two, each half documenting one of the ideas



8 min

WRAP-UP

- How and with whom will you share the ideas
- What are the next steps in your development efforts
- Thank everyone for their time and insights!