

IDEATION SESSION TEMPLATES



FINNISH
VERSION
AVAILABLE!





HOW MIGHT WE *[what: goal]*

SO THAT *[who: stakeholder]*

CAN *[why: insight]* ?

“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.

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 _____

SO THAT _____

CAN _____ ?



NEGATIVE IDEATION TEMPLATE

1

TURN "HOW MIGHT WE" INTO NEGATIVES

- 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 _____ ?

2

GENERATE HORRIBLE IDEAS

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



3

SHARE YOUR IDEAS WITH THE GROUP



4

TURN NEGATIVE IDEAS INTO POSITIVE OPPOSITES

- As a group, pick one or two of the worst ideas, and flip them around into their possible extreme opposites





4-3-5 BRAINWRITING TEMPLATE

HOW MIGHT WE *[what: goal]*

SO THAT *[who: stakeholder]*

CAN *[why: insight]* ?

1ST
ROUND



2ND
ROUND



3RD
ROUND



4TH
ROUND





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.