# IDEATION SESSION TEMPLATES

Aalto University Design Factory 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.



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          | ? |
|              | • |







### TURN "HOW MIGHG WE" INTO NEGATIVES

- Take the "how migh 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











## SHARE YOUR IDEAS WITH THE GROUP







### 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

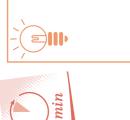
[who: stakeholder]

CAN

[why: insight]























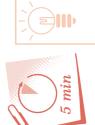


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### THE IDEA IN PRACTICE:

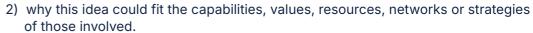
• Describe the idea in a nutshell. How this idea could function, what it could look like, and when and by whom it would be used?



### WHAT MAKES THIS SOLUTION DIRECTION PROMISING OR INTERESTING?

· Have everyone individually add post-it on









### 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.





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

