# INNOWIZ how are you creative



1.	Write down	your initial	challenge ar	nd underline th	ne keywords:
----	------------	--------------	--------------	-----------------	--------------

.Create a shelf system for young people to place stuff on

2. Find as many different synonyms or variants as possible for each keyword:

keyword 1:	keyword 2:		keyword 3:		keyw d 4:		keyword 5:
crea	ite	shelf		youngpeople			
· produ	ve V.	rack	ו/	students	•		•
• rent		table	ו	newly weds	•		***
<ul> <li>make</li> </ul>		case	ו	teenagers	•		•
• lease		cabinet	X•	singles	•		•
<ul> <li>find</li> </ul>		crate	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	dorm students	•		•
• use		shredder		young workers	•		•
<ul> <li>desi</li> </ul>					•		•
<ul> <li>print</li> </ul>			•		•		•
• cut			•				•
<ul> <li>steal</li> </ul>			•				•
$\cdot$	$\langle \rangle \rangle \langle \rangle \langle$		•		•		•
$\cdot$			$\langle \cdot \rangle$				•
$\cdot$			$\langle \cdot \rangle$		•		•
3. Try to rewrite th	e challenge using the synonym	s that fit best. Do this a co	ouple of t	imes with different combina	ations:		
	,,	,		+young.working	people	,	
Design a cab	inet to hang paperwork.	.for young working ;	eople	- bills might be	privat		
X,,,,			X.,				
				x x 'x x x x			
P.roducerack	s.to.lay.books.on.for.do						
	.,,	- studer	nts don'	t have money	,	,	
XX							
		4 Write dow	yn vour (	final) challenge(s) you rede	efined :		
	السنال طمحنوي						
***************************************			ukunis(	can use to place the	ır5.1.UG		

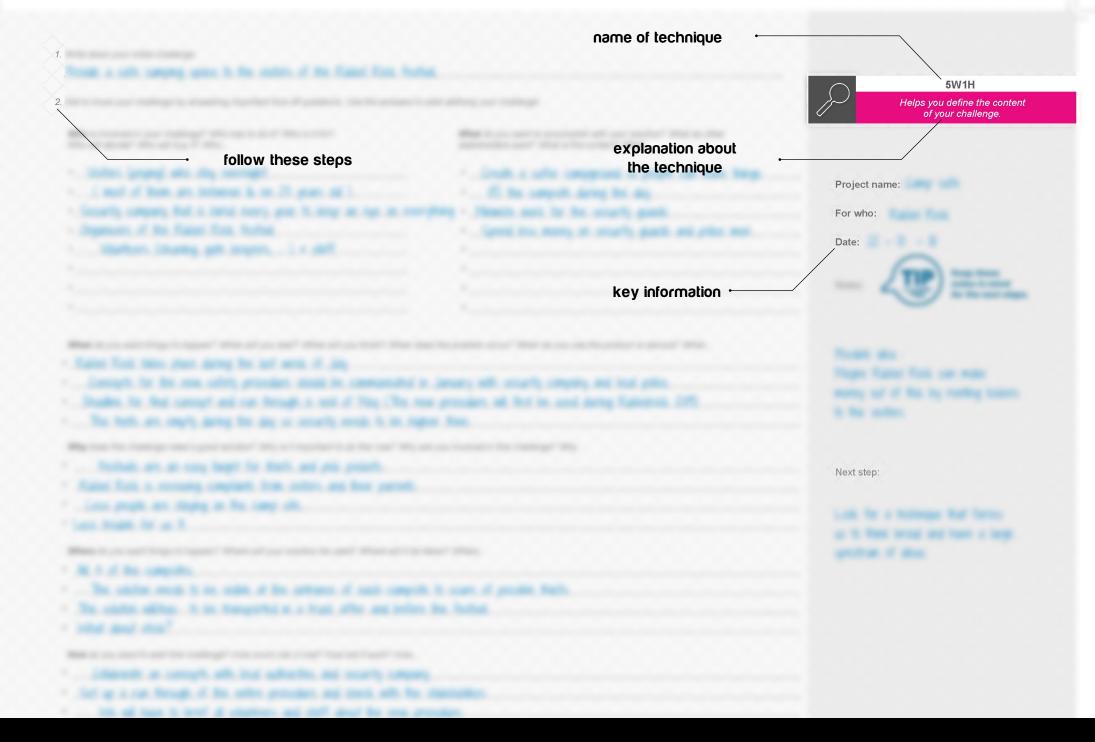


Make a good discription of your challenge with enough key words.

### **BOUNDARY EXAMINATION**

Helps you redefine the boundaries of your challenge.

Project name:  For who:  Date:  Notes:  Next step:			
Date: Notes:	Project name:		
Notes:	For who:		
	Date:		
Next step:	Notes:		
Next step:			
	Next step:		



1. Write down your initial challenge:	
2. Question your challenge by asking why and keep doing this for it's answer until you've found the root cause:	
Why is that ? (level1):  Because people in general often underestimate Jeff  They don't know what he can or can't do	P
Why is that ? (level 2) :	
the issues of Jeff's condition. He needs more supp	r.t

Why is that ? (level 3)

Why is that ? (level 5)

....Because at the school where Jeff attends, the students and teachers aren't used to deal with someone

uncomfortable for classmates or teachers to interact

with a dissability. It seems often uneasy and

with leff

Because at the beginning of each school year all teachers and the principal have to make timetables that

...Teachers...and...students...act...in...a...certain...way...because....... they...don't..get...the...time...or...space...to...really...get..to...know...and understand...Jeff...and...the...relationships...between...all...of...them...

This takes time away from the relational aspects.

need to be approved by the government.

Why is that ? (level 2) :
Because classmates and teachers don't understand
the issues of Jeff's condition. He needs more support
than others.
X.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
146.55.46.46.46.41
Why is that ? (level 4) :Because, the, teachers, do .not have, time, to .help
students to understand or get to know Jeff.
They need to follow a strict timetable of lessons,
recess, breaks, lunch, etc.
\\\\\\\.\\.\.\.\

3. Choose one of the levels you need/want/can work on :

Level. 3, because at the school where Jeff attends the students and teachers aren't used to deal with someone with a dissability it seems often uneasy and uncomfortable for classmates to interact with Jeff

### 5 WHY'S

Helps you identify the root cause(s) of a problem by asking a very simple question: why

Project name: Jeff is a teenager, not a child

For who: City high school

Date: 30 - 09 - 17

Notes:

A lot of aspects inlfuence the problems that occur.

Next step:

Maybe we can find a technique where we think of ideas through the eyes of Jeff.

.Create a shelf system for young people to place stuff on

2. Find as many different synonyms or variants as possible for each keyword:



# Make a good discription of your challenge with enough key words.

keywoi	rd 1:	keyword 2:		keyword	13:	keywora	4:	keywor	rd 5:
	create		shelf	×	young.people		place	X	stuff
$\cdot$	produce	$\times$	rack	××,	students	ו <	hang	X•X	DVD
××	rent	$\times \cdot \times \times$	table	××.	newly weds	$\times$ • $\times$	set	×*×>	papers
×,	make	$\langle X, X \rangle$	case	××.	teenagers	$\langle \times \rangle \times$	position	$\times$	albums
$\cdot$	lease	$\langle \chi \chi \rangle$	cabinet	$\times \times$	singles	$\langle \times \rangle \times$	lay	$\times$	CD's
×	find	$\langle \cdot, \times \rangle$	crate	$\times \times$	dorm students	$\times$	move	$\times \times$	paperwork
•	use	$\langle \cdot, \times \rangle$	shredder	$\times \times$	young workers	$\times \times$	post	$\times \times$	books
$\cdot$	design	$\langle \cdot \rangle \langle$		$\times \setminus \cdot$		$\times$	fasten	$\times \times$	newspapers
$\cdot \times$	print	$\langle \cdot, \rangle \rangle$		$\times \cdot$		$\times$	drop	$\times \times$	$\times\!\times\!\times\!\times$
$\cdot$	cut	$\langle \cdot \rangle \langle \cdot \rangle$		$\times \rangle \cdot \hat{\cdot}$		$\times$	cling	$\times$	
90	steal	$\langle \cdot \cdot \rangle \langle \cdot \rangle$		$\times \times$		$\times$		$\times$	
$\times$		$\wedge \cdot \times$		$\times \times$		$\times \times$		$\times$	
$\langle \cdot \rangle$		\.\X		$\times \times$		$\times \times$		$\times$	
$\langle \cdot \rangle$		X.*X		$\times$		$\times \times$		$\times$	

<ol><li>Iry to rewrite the challenge using the synonyms that fit best. Do thi</li></ol>	s a couple of times with different combinations:
	+ young working people have bills to organize and pay.
	ing people bills might be private but need to be visible
+ 6	students, have many books
. Produce racks to lay books on for dorm students +	- students like to decorate their rooms
	tudents don't have money

4. Write down your (final) challenge(s) you redefined :

...I..will..design...a..rack..that..dorm..students..can..use...to..place..their...study..books..on..



### **BOUNDARY EXAMINATION**

Helps you redefine the boundaries of your challenge.

Project name: Shelf system

For who: Shelf company

Date: 28 - 03 - 17

Notes:

Decisions made:

- students!
- dorms!

Maybe we can sell plans to students to make their own shelves.

Next step:

Maybe we can make a list of demands as following technique to get more specific.



1. What does he/she see (environment, friends,):					
The amplifier has round buttons bright led lights, display, on/off button and a black handle					
.Sheets with music chords					
Lights in the band hall					
2. What does he/she hear (influences, channels,):					
	truments, turning on the amplifier,				
Responses of friends/fellow musicians while playing th	e instrument				
The crowd listening to the performance					
Other musicians giving tips					
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
3. What does he/she say and do (to others, attitude,):					
They play their instruments in group.					
Roadies.ormusicians.set.up.the.amplifiers.and.do.a.so	ound check				
,,,,,,,,					
4. What does he/she think and feel (motivation, emotions,):					
	.they.want				
Frustrations when the instrument doesn't sound like the	y. hoped for				
Experience of the materials/textures of their instrum	nent.and.amplifier				
5. Pain (frustrations, obstacles,):	6. Gain (wants, needs,):				
Too technical or difficult to use.	Easy to use the instruments and amplifiers.				
Poor quality of sound.					
Too cheap or old fashioned look.					
Too begins to set up					



### **EMPATHY MAPPING**

Helps you get in touch with your consumers and understand them.

Project name: New guitar amplifier

For who: Rockmoon

Date: 05 - 12 - 17

Notes:

There are many different stimuli for musicians. It's important that we keep that in mind!

Next step:

Maybe we should look for a template in the 'problem definition' phase where we get more specific information.

# 1. Write down your initial challenge: Re-invent the library system. 2. Picture the most ideal result to your challenge, there are no boundaries: . Call the library book expert and explain what kind of book you need The online platform allows you (while in contact with the book export) to flip through the different choices available. The online platforms reads to you the blurb (the summary on the back) Receive your book, read it and send the analogue version back in the box it was shipped in 3. Write an ideal but more feasible outcome to your challenge: The (entire) local library is accessible online : . . . download books onto tablet or e-reader (or print them) - find books easily \_\_ pay online (yearly fee or pay per book) - special editions can be reserved online 4. Find a result between the ideal scenario and a realistic one: ...The library app allows anyone ... to buy or get your membership online. - to read book reviews - to make, a book reservation - to have the books delivered at home. - to arrange the pick-up of the books you have read..... 5. Write a realistic scenario here: Get membership online and pay for it Find books, online, read their, blurb, and some, reviews. Make a reservation. Go and pick it up (maybe not at the library but for instance after closing hour the book can be picked up at a bar next door Anyone can bring it back 6. Summarize the new definition of your challenge:



.The combination of a library and the online possibilities are things to explore....

delete to improve the quality and shorten the time needed for a person to find a book to pay for the service, to



### **IDEAL FINAL RESULT**

Helps you explore the boundaries of your challenge

Project name: New library system

For who: association of the librarians

Date: 23 - 06 - 16

Notes:

### Remark

- can older books be easily digitalized?
- check existing online platforms
- combine a good internet application with a new system to rent a book.

### Next step

We should choose a technique that allows us to look through the eyes of the user of the library.



# Ideal final result

List up the demands of your challenge, write down why they might be important:  Durable. — the, bin, should, withstand, all, types, of, weather.  Separate. types, of, garbage, cytastic, paper, and, organic). — teach, users, about, recycling.  Possible, to, personalize, (city, branding). — so, we, can, sell, it, to, companies/cities.  Easy, to, empty. — satisfied, cleaning, staff.  Large, opening, for, quick, throw, away. — people, will, throw, it, in, fine, lein, instead, of, on, the, floor  Fast, installation. — high, customer, satisfaction  Vandal, proof. — keep, the, lein, locking, clean.  Sturdy, (heavy, foot.?). — it, shouldn't, fall, over.  List up the wishes of your challenge, write down why they might be important.  Parts, can, easily, be, replaced. — long, lasting, bin.  Easy, to, clean. — have, personnel, clean, the, bin, once, or, twice, a, year.  Manufactured, in, house, cuse, the, mackines, the, client, already, owns). — more, likely, the, client, will, be, convinced.  Encorations  Wishes and demands can be useful in phase 3  Wishes and demands can be useful in phase 3	esign.a.garbage.bin.to.use.in.public.spaces.such.as.train.stations.or.city.parks.	
Separatetypes of .garbage .(plastic, paper and .organic)	ist up the <b>demands</b> of your challenge, write down why they might be important:	
Possible to personalize (city branding)so. we can sell it to companies/cities.  Easy to emptysatisfied cleaning staff  Large opening for quick throw away - people will throw it in the bin instead of on the floor  Fast installation - high customer satisfaction  Vandal proof - keep the bin looking clean.  Sturdy (heavy foot ?)it shouldn't fall over.  List up the wishes of your challenge, write down why they might be important.  Parts can easily be replaced - long lasting bin.  Easy to clean - have personnel clean the bin once or twice a year.  Manufactured in house use the machines the client already owns) - more likely the client will be convinced of our idea.  Pin consists of a small amount of different pieces - easy assembly.  Ecolor  Wishes and demands can be useful in phase 3	Durable - the bin should withstand all types of weather	123456789
Easy, to, empty. — satisfied, cleaning, staff  Large, opening, for quick, throw, away — people, will, throw, it, in, the bin instead of, on the floor.  Fast, installation — high, customer, satisfaction  Vandal, proof. — keep, the, bin, looking, clean.  Sturdy, (heavy, foot. 2). — it, shouldn't, fall, over.  List up the wishes of your challenge, write down why they might be important.  Parts, can, easily, be, replaced. — long, lasting, bin.  Easy, to, clean. — have, personnel, clean, the, bin, once, or, twice, a, year.  Manufactured, in, house, (use, the, machines, the, client, already, owns). — more, likely, the, client, will, be, convinced, of, our, idea.  Bin, consists, of a small amount of, different pieces. — easy, assembly.  Ecolor  Wishes and demands can be useful in phase 3	Separate types of garbage (plastic, paper and organic) – teach users about recycling	123456789
Large, opening, for .quick, throw, away	Possible to personalize (city branding) - so we can sell it to companies/cities.	123456789
Fast, installation — high, customer, satisfaction.  Vandal, proof. — keep, the, bin, looking, clean.  Sturdy, (heavy, foot.?) — it, shouldn't, fall, over.  List up the wishes of your challenge, write down why they might be important.  Farts, can, easily, be, replaced. — long, lasting, bin.  Easy, to, clean. — have, personnel, clean, the, bin, once, or, twice, a, year.  Manufactured, in, house, (use, the, machines, the, client, already, owns). — more, likely, the, client, will, be, convinced of, our, idea.  Bin, consists, of, a, small, amount, of, different, pieces. — easy, assembly.  Ecology  Wishes and demands can be useful in phase 3	Easy, to empty satisfied cleaning staff.	123456789
Fast, installation — high, customer, satisfaction.  Vandal, proof. — keep, the, bin, looking, clean.  Sturdy, (heavy, foot.?) — it, shouldn't, fall, over.  List up the wishes of your challenge, write down why they might be important.  Farts, can, easily, be, replaced. — long, lasting, bin.  Easy, to, clean. — have, personnel, clean, the, bin, once, or, twice, a, year.  Manufactured, in, house, (use, the, machines, the, client, already, owns). — more, likely, the, client, will, be, convinced of, our, idea.  Bin, consists, of, a, small, amount, of, different, pieces. — easy, assembly.  Ecology  Wishes and demands can be useful in phase 3	Large opening for quick throw away - people will throw it in the bin instead of on the floor	C23436789
List up the wishes of your challenge, write down why they might be important:  Parts. can easily be replaced — long lasting bin.  Easy, to clean — have personnel clean the bin once or twice a year.  Manufactured in house (use the machines the client already owns) — more likely the client will be convinced of our idea.  Bin consists of a small amount of different pieces — easy assembly.  TIPS &  Wishes and demands can be useful in phase 3		123456789
List up the wishes of your challenge, write down why they might be important:  Partscaneasilybe, replacedlonglastingbin		123456789
List up the wishes of your challenge, write down why they might be important:  Parts. can. easily. be. replaced. — long. lasting. bin.  Easy. to. clean. — have. personnel. clean. the. bin. once. or. twice. a. year.  Manufactured. in. house. (use. the. machines. the. client. already. owns). — more. likely. the. client. will. be. convinced.  of. our. idea.  Pin. consists. of a. small. amount. of. different. pieces. — easy. assembly.  Ecolor  Wishes and demands can be useful in phase 3	Sturdy (heavy foot ?) - it shouldn't fall over	123456789
List up the wishes of your challenge, write down why they might be important.  Parts. can easily, be, replaced. — long lasting, bin.  Easy, to clean. — have, personnel clean, the bin once or twice a year.  Manufactured in house (use, the machines, the client already owns) — more likely, the client will be convinced of our idea.  Bin consists of a small amount of different pieces — easy, assembly.  Ecologia  Wishes and demands can be useful in phase 3		123456789
List up the wishes of your challenge, write down why they might be important:  Parts. can. easily be replaced — long. lasting. bin		123456789
List up the wishes of your challenge, write down why they might be important:		123456789
Parts can easily be replaced - long lasting bin.  Easy to clean - have personnel clean the bin once or twice a year.  Manufactured in house (use the machines the client already owns) - more likely the client will be convinced of our idea.  Bin consists of a small amount of different pieces - easy assembly  Ecological Wishes and demands can be useful in phase 3		123456789
Easy to clean - have personnel clean the bin once or twice a year  Manufactured in house (use the machines the client already owns) - mare likely the client will be convinced of our idea  Bin consists of a small amount of different pieces - easy assembly  TIPS & Wishes and demands can be useful in phase 3	ist up the <b>wishes</b> of your challenge, write down why they might be important.	
Manufactured in house (use the machines the client already owns) - more likely the client will be convinced of our idea.  Bin consists of a small amount of different pieces - easy assembly  Ecology  Wishes and demands can be useful in phase 3	Parts can easily be replaced - long lasting bin	123456789
Bin consists of a small amount of different pieces – easy assembly  TIPS & Wishes and demands can be useful in phase 3		
Bin consists of a small amount of different pieces - easy assembly  TIPS & Wishes and demands can be useful in phase 3		
TIPS & Wishes and demands can be useful in phase 3	Bin consists of a small amount of different pieces - easy assembly.	
TIPS & Wishes and demands can be useful in phase s		7.8.9
Aniala	Wishes and demands ear be deciding phase 5	7 8 9
	44 16	****
	uicks	7 8 9 ~~~



### LIST OF DEMANDS

Helps you specify the demands and wishes for your challenge.

Project name: Bin 2020

For who: Waste inc.

Date: 10 - 08 - 17

Notes:

Branding by color or stickers.

Strong and sturdy = heavy ??

Check with Carl to see what he thinks about it 555-14550-88.

Next step:

We can use our list of demands later to decide objectively which idea we're going to pick.

<sup>4.</sup> Score your demands and wishes, while discussing with your group, and continue with the most outstanding one.

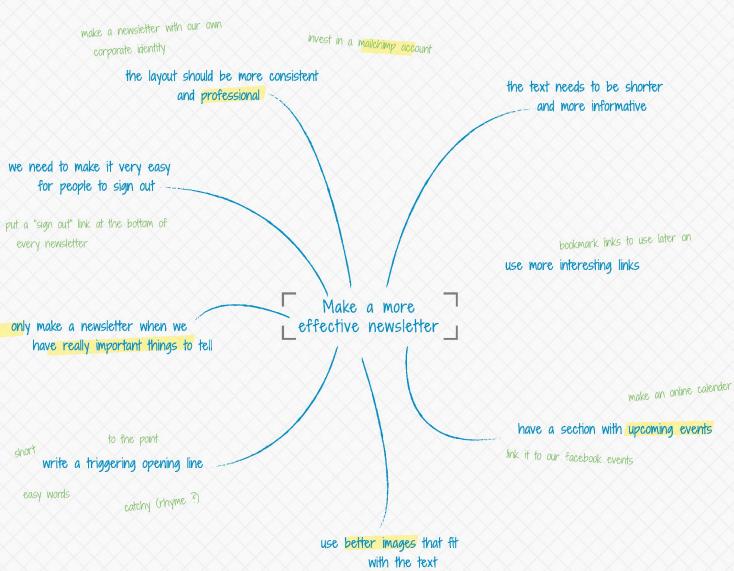






3. Highlight the words and/or terms that are the most important for your challenge.





take pictures of the project



### MINDMAP

Helps you explain and structure the context of your challenge in a visual way.

Project name: Newsletter 2.0

For who: Elephant graphics

Date: 30 - || - |7

Notes:

Important elements besides the content

- Time
- Goal audience

Quality above quantity !!

Next step:

We can add a list of demands technique to our magenta-stage.

inline pictures

. Write down your initial challenge:		
Design a new range of alternative cell phone tariff plans.		
. Get to know your user by answering important kick-off questions. Use the answers to st	PERSONA  Makes you look through the eyes of a person in your user group.	
Describe the user group:		
homeespeciallyintheir,kitchen,gardenandlivingroomFamilyis. ismostoftenusedforgroceryshoppingDuringtheweekend	n.their.last.fewyears.of.theirjob.careersThey.love.to.spend.time.at extremelyimportant.to.themThey.have.a.small.car.which	Project name: New cellphone tariff  For who: Phone operator
		Date: 14 - 02 - 15
Pick a single user and give them a face, a l	name, family situation,	Notes:
• age: 59 • nationality: belgian	other:	Maggie uses her phone most often to call a few of her family members.
• user experience: 😿 new user 🔾 e	xperienced user of other:  Andchildren  Try to think of your initial challenge.	Maggie doesn't send text messages
• job/goals: Maggieisastrongbelieverofwhatevershedoes herself,shewilldobetter(andcheaper)Forthisreasonshe	others: .Maggie.'shouseholdisveryneatandwellorganized butshealwaysmanagestomissaphonecallbecause	Next step:
makes her own clothing and often repairs her grandkids T-shirt or trousers.	she often misplaces her phone. Surprising visits by friends or family are not her cup of tea and she hates spontaneous travels or happenings.	Find a technique where we can use these insights as input for new ideas.
• повыу:Maggielovesworkinginherherbandvegetable gardenShelikestogoshoppingonVednesdayswithher neighbourTogetherwithherhusbandshecyclesalmost .every SaturdayMaggieownsanelectricbicycle		
• family situation: MaggieismarriedtoRobertforalmost40years	•	

Give your project a descriptive and ea	sy name:SMartMailbox	<b>C</b>	,,,,,,,,,,,,,,,,,,,,,
.smarter It is time for the mo	of a house or built int illbox to start communic	ands what you will be working on:  10. a. front .doorhasneverbeenchangedAllo: atingwiththeowners;forexampletellingthei arexampleorderstampsThenewfeaturesne	m.they.have.mail
3. Project kick-off date:200l	8		
4. Indicate your different deadlines:	end of May: present first ideas	half of June: decide on the final concept to start prototyping	If possible, add dates.
end of Aprilifinish research	•	present final vis	d of August: sualizations and be ready t make final prototype
5. Write down the project owners:  Chris. Dewaerde, envelope of comme.  Luka. Deleu, mail. delivery.com  me.	pany	·mailmen and mailwomen	
		sentinenvelope+co newebsiteofthenationalmailcompany	
	cototype		



### **PROJECT SHEET**

Helps you to make a summary of your future project.

Project name: Smart mailbox

For who: Envelope + co

Date: 24 - 02 - 18

Notes:

Think of the different people involved in this project, each person has another 'relation' with the product.

Should we make a difference between mailbox in a door and stand-alone ones?

Next step:

Find a technique to have as many ideas as possible. We can decide later which ideas are suitable for our project.

Project name: Highway bike lane

For who: City of Smotthrow

Most important stakeholder

Maybe we can sum up our list of demands?

- elderly

Next step:

- constructors of the bycicle

We should find out if there is a european subsidy that we can use to help finance the project.

Date: 20 - 12 - 17

Notes:



Makes you categorize your different stakeholders into levels of importance.

2. Find all stakeholders connected to your challenge and list them in the right place

# Stakehol

	A
Iders we have:	4
	$\vee$

Target group:
1 .Dailycommutersthatusetheirbicycletogettowork
2Mailmen. that. deliver. mail. by. bicycle
3 Childeren cycling to school
4
5
6
7
Direct stakeholder
1The constructors that will make the bycicle lane
2 People who live near the work zone.
3The city of Smothraw.
4 .The people who will maintain the path.
5
6
7
Indirect stakeholder:
1. People living in the city Smothrow.
2MarketingpeopleofthecityofSmothrow
3
4
4
5

Stakeholders we <b>want or need</b> :
Target group:
8
9 Families that cycle together during the weekend
10 Elderly
11
12
13
14
Direct stakeholders:
8Company thatcan .supplymodernandenergyefficient .light
9
10
11
13
14
Indirect stakeholders:
8 People. that map out cycling networks
9Journalists.that.report.on.the.progress.of.the.building
10. Tv. program that covers the bike lane upon completion
11
12
13
14

Provide a safe camping space to the visitors of the Rukkel Rock festival.

2. Get to know your challenge by answering important kick-off questions. Use the answers to start defining your challenge:

Who is involved in your challenge? Who has to do it? Who is it for? Who will decide? Who will buy it? Who	What do you want to accomplish with your solution? What do other stakeholders want? What is the context? What
•Visitors(paying) who stayovernight	•Createasafercampgroundsopeoplecanleavethings
• ( most of them are between 16 en 23 years old )	• @ the campsite during the day
· .Securitycompanythatishiredeveryyeartokeepaneyeoneverything	Minimize work for the security guards
Organisers of the Rukkel Rock festival	<ul> <li>Spend less money on security guards and police men</li> </ul>
<ul> <li>Volunteers (cleaning, gate keepers, ) + staff</li> </ul>	
• • • • • • • • • • • • • • • • • • • •	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
•	×
	•
When do you want things to happen? When will you start? When will you finish? When does the p	problem occur? When do you use the product or service? When
Rukkel Rock takes place during the last week of July.	
·Concepts for the new safety procedure should be communicated in Janu	
<ul> <li>Deadline for final concept and run through is end of May. (The new pro</li> </ul>	
<ul> <li>The tents are empty during the day so security needs to be higher th</li> </ul>	<u>01.</u>
Why does this challenge need a good solution? Why is it important to do this now? Why are you in	
<ul> <li>Festivals are an easy target for thiefs and pick pockets.</li> </ul>	
<ul> <li>Rukkel. Rock is receiving complaints from visitors and their parents.</li> </ul>	
· Less people are staying on the camp site.	
· Less trouble for us !!!	
Where do you want things to happen? Where will your solution be used? Where will it be taken? V	
• All 4 of the campsites	
·The solution needs to be visible at the entrance of each campsite to s	
<ul> <li>.The solution will/has to be transported in a truck after and before the.</li> </ul>	festival
<ul> <li>.What about stock?</li> </ul>	
How do you want to start this challenge? How much can it cost? How will it work? How	
Collaborate on concepts with local authorities and security company	
<ul> <li>Set up. a. run. through of the entire procedure and check with the staket</li> </ul>	
Ne will have to brief all volunteers and staff about the new procedure.	
ANTE MAIL MANE TO DEED AN VOIDEREE'S AND STATE ADOLD THE MENT DEPORTED	



### 5W1H

Helps you define the content of your challenge.

Project name: Camp safe

For who: Rukkel Rock

Date: 22 - 01 - 18

lotes:



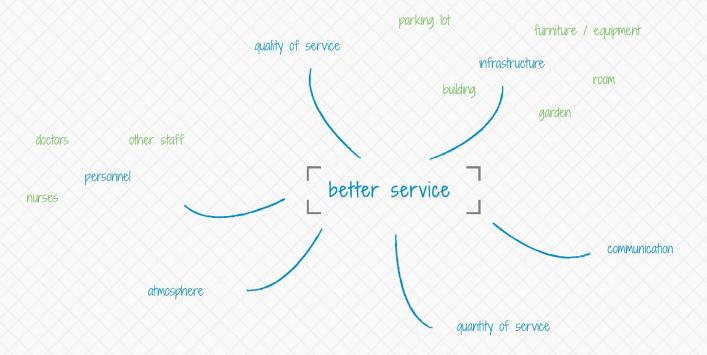
Keep these notes in mind for the next steps.

Possible idea :
Maybe Rukkel Rock can make
money out of this by renting lockers
to the visitors.

Next step:

Look for a technique that forces us to think broad and have a large spectrum of ideas. How can we provide a better service in the maternity department of the hospital ?

2. Split your initial challenge into at least 6 sub-challenges:



3. Choose 6 sub-challenges and rephrase your initial challenge with a focus:

. What can we improve in the patient's rooms to provide a better service ?

2	What can be changed or improved about the intrastructure for patients to have a nicer experience during their stay.
	How can we improve the atmosphere in the maternity department ?
/	
>	What can be improved about the functions of the personnel ?
>	How.can.we.improve.the.quality.of.service.without.adding.work.pressure.?



### **MORPHOLOGICAL ANALYSIS STEP 1**

Helps you find the different focuses in your challenge.

Project name: Hospital service

For who: Hospital AB

Date: 08 - 09 - 17

Notes:

What about shortening the duration of a patients' stay?

Check with dr. Goodwill 555-sick-99.

Next step:

Use these sub-challenges in 'morphological analysis step 2' template. You want to have all participants on the same line about the challenge. Which technique will you pick? 1. Write down the sub-challenge from morphological 'analysis step' on top of the three collums and sketch three solutions for the individual design challenge.

### sub-challenge 1:

.What..can..be..changed..or..improved..about ...the..infrastructure..for..patients..to..have..a .nicer..experience..during..their...stay...?





...Set.up...big...dividers...that..can..be..easily.... .....unfolded..that..not..block..natural..light.....



... Have personal balcony per room.

### sub-challenge 2:

......What.can.we..do..about..communication .in.order..to..keep..patients..busy..and....... less..stressed.while.recovering.?





Patients preform tasks to care of themselves with the help of a personal digital device.



...Have doctors or nurses instruct....

### sub-challenge 3:





Personal assistant when entering....the hospital until leaving....



More choices of food and dishes.

# *\( \)*

### **MORPHOLOGICAL ANALYSIS STEP 2**

Helps you find solutions in the different focus areas of your challenge.

Project name: Hospital service

For who: Hospital AB

Date: 15 - 02 - 18

Notes

We should try this technique with a group and do it a few times.

We need at least 100 ideas !!

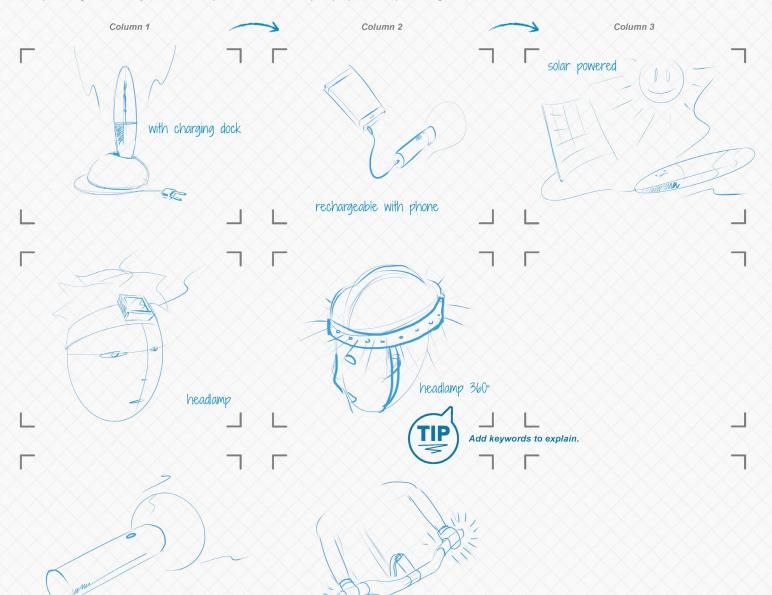
Next step

We can use these solutions on the 'morphological analysis step 3' template.

1. Choose different (sub-)solutions from 'morphological and	alysis 2' and combine them in a combi-solution		
combi-solution 1:	combi-solution 2:	combi-solution 3:	MORPHOLOGICAL ANALYSIS STEP 3
•Instruct tasks to family or friends	Personal assistant	•Travelling .nurses .and .doctors	
Interactive information display	Reduce personnel	Healthyenvironment	Helps you combine several (sub-)solutions into a new total concept.
			Project name: Hopspital service
			For who: Hospital AB  Date: 15 - 06 - 17  Notes:
Patientsandfamilycanloginintoa	Auto. wheelchair. that takes you where	Createacomfortableandcleanroomat	
data_system_to_retrieve_information	you need to be	hometoreceivedoctorsandnurses	
combi-solution 4:	combi-solution 5:	combi-solution 6:	
•Digital tablet	More people in one room	ו	
Travelling doctors	Healthy enviroment		Northead
X	.Personal balcony		Next step:
			Choose a technique where we can
r d	r n		make an objective decision.
		Maybe the hospital can set up gardening workshops for the recovering patients.  During the workshops the plants on the balcony can be taken care of.	
Tablet with an app to do a live video	Terrace on each room with entrance		
callto. a. doctor	to the garden	<u>L</u>	

.Re-design a flashlight for a more practical use.

2. Sketch your first 3 ideas in column 1. After 5 minutes you give the paper to the person next to you and let him/her sketch 3 new solutions, inspired by your first 3 ideas. Keep on doing this until everyone has been inspired. Start with one template per person and pass through.





### 6-3-5 BRAINSKETCHING

Makes you have more and diverse ideas.

Project name: Flash light 2.0

For who: Lumibus

Date: 05 - 10 - 17

### Notes:

- Solar powered is trendy
  (and important in the future ?)
- Find more people to do this tech nique with, it seems to work well with this challengde
- 360° headlamp is a perfect safety lamp for cyclists and runners.

Next step:

We have to keep our usergroup in mind when we decide!

1. Write down your challenge: Designing and creating the interior of a travel agency and the experience when buying a trip. 2. Find solutions to your challenge by using your senses: What will you hear: Sounds of nature: wind, fire, waterfalls,

What will you see: Projections of impressive scenery, Natural fragrances such as pine trees,

oceans and beaches,

What will you smell:

(Your 6th sense):

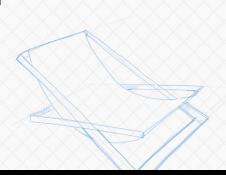
How will it feel:

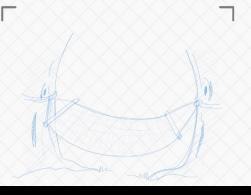


What will it taste like: ... People will get a cocktail or special. .coffee and kids can have an ice cream.

Relaxed and exotic; we will have comfy. Adventurous but cosy. set on high....









### 6 SENSES

Helps you imagine new solutions by thinking in function of your senses.

Project name: New office

For who: Up, Up, and Away

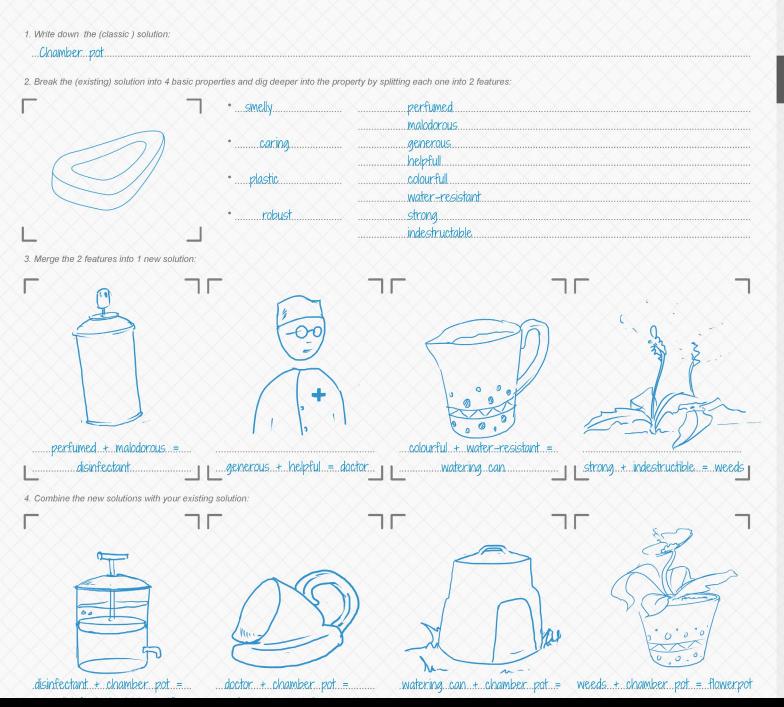
21 - 09 - 17

Notes:

Let's visit a theme park to get some more inspiration.

Next step:

Let's do another yellow technique to have more ideas.





### **BREAK AND COMBINE**

Makes you extract basic properties from an existing solution and combine them into new ones.

Project name: New product lines

For who: Waste "r" us

Date: 09 - 09 - 17

Notes:

Some ideas are in a brand new field and will need more research before continuing with them.

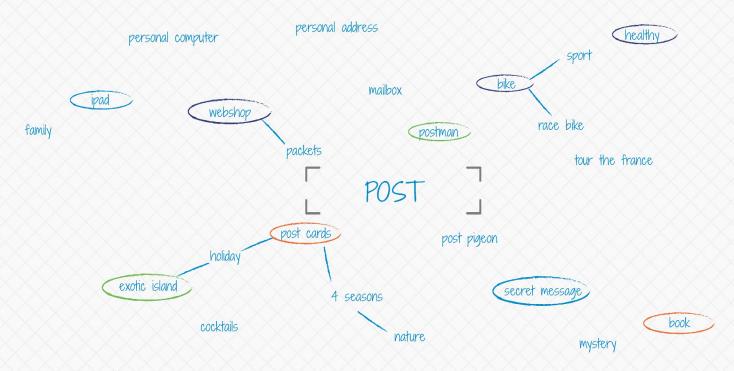
Next step:

Sticky dots would be a great technique to make quick decisions.

1. Write down your challenge:

. Find new opportunities and possibilities in the current system of our postal services.

2. Write a word related to the subject/challenge in the middle of this paper and make association clouds around it:



3. Pick any two analogies and blend them together into a solution:

Order a package and get discount



### **CONCEPTUAL BLENDING**

Forces you to break thinking patterns and helps you with finding new approaches and solutions.

Project name: Post in 2020

For who: National post

Date: 22 - 01 - 18

Notes:

Maybe we need to try to combine more than 2 analogies.

Next step:

Ask our most impartant stakeholder to be present when we will choose an idea.

Use a technique where erverybode needs to vote.

1. Think about an already existing solution that covers the archetype and sketch it: **ESCAPE THINKING** 2. Describe all the (logical) assumptions about the archetype: Makes you look for another approach USB connection of the challenge by avoiding prejudices. · Cable • Laser · Buttons (mechanical) Scroll wheel Project name: Pc navigation instrument For who: Macrohard Date: 22 - 12 - 17 3. Rewrite the challenge in such a way 4. Sketch solutions for the new challenge: that you avoid one assumption: Notes Ergonomics are super important!! Generate ideas for What will offices look like in the desktop navigation without a...... year 2030? cable connection to a PC. Contact Jeff who knows about the latest high-tech solutions for personal computers. Google 'mouse wrist pad' and find out what is says. Next step: \* How can we remove or replace the mechanical buttons ? Find a technique to write down the possitive and negative aspects of each idea to make a solid choise. No scroll wheel

1. Write down your challenge:

How, where or when can we distribute the local newspapers to get more readers?

2. Pick a person / a profession / a hero /... and write down some stereotypes about it, use it as inspiration to sketch new solutions to your challenge:

# job: superhero: spiderman stereotypes about that person: stereotypes about that person: 8 hours + in front of a screen Swings from building to building. Coffee addict Has no time to read Gamer Live new fead on public elements such as traffic lights or street lights Live news feed on a laptop job: superhero: student the flash stereotypes about that person: stereotypes about that person: Uses a bicycle to travel to school. He moves very fast Has short breaks between classes. He can travel in time...



## 



	A. smartwatch wich read the news	
ı	toyou	

### famous person :

Justin Bieber

stereotypes about that person:
Travels a lot for concerts.
Onlywantsinformationheisinterestedii
\\.\.\.\.\.\.\.\.\.\.\.\.\.\.\.\.\



Screen with bia headlines in the waiting



### **ALTER-EGO**

Makes you look at your challenge through the eyes of other people.

Project name: Newsletter 2.0

For who: Elephant graphics

Date: 30 - || - |7

Notes:

Next step:

Do this technique again but this time try it with different hobbies instead of fields of work:

- basketball player
  - hobby cook
- do-it-yourselver
- seamstress
- stamp collector

T # Free bocket newbaber (small size)

### 1. Write your challenge in the middle, find 8 solutions to it.

2. Come up with 8 sub-solutions per solution.



					$\times \times \times \times$	$\times \times \times \times$		
	games: dart, pool table, ping pong,	lunch in group	big windows	skylights	bright painted walls	fruit baskets	yogurt	salads
snackbar	1. free time	after work party on friday	bright furniture	lots of light	mirrors	pasta	3. healthy food	make your own sandwich
couch area	drawing boards in the hallway	teambuilding event	brigther floors	glass doors	break out parts of the wall between rooms	nuts	sushi	cereals
come by bike	along the road	underground	free time	lots of light	a. healthy food		different tastes	tea time with colleagues
use the neighbours parking lot	parking space	motorcycles =	4. parkingspace	' create a friendly atmosphere at work '	free coffee	espresso	5.  free coffee	we should have sugar and milk
have a shuttle that bring you	use the public transportation		plenty of room to maneuver	loads of storage space	elean meeting rooms	cookies	the smell of fresh coffee is nice	
moveable desk	floating desks	desks go into the floor	attic of basement	personal closet	desk with drawers	projection and audio	drinks	lots of light
desk against the wall	plenty of room to maneuver	small desks	coathangers	loads of storage space	kitchen with big cabinets		8. clean meet- ing rooms	"occupied" sign
kitchen can be working area	large hallway and corridors		racks in hallway				curtains to make it dark for presentations	comfy chairs



### LOTUS BLOSSOM

Makes you widen your thinking field beyond your first thoughts.

Project name: New office

For who: Interberg relations

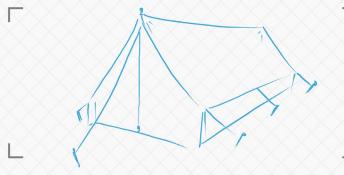
Date: 28 - 01 - 18

Notes:

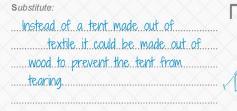
Next step:

Use ' 6-3-5' brainstorm technique to create new concepts.





2. Re-invent the solution by applying one of these seven actions:





Put the tent on top of a small trailer so we can easily move from one campsite to the next.

Adapt: Make holes in the tent to let fresh air in and to be able to gaze at the stars at night...



Make the tent taller so it is easier to stand up when cooking or .... changing clothes....



If you close the tent very well we might be able to use it as a hot air balloon.



Take away the pegs that keep the tent in place during a storm and use the ropes to hang the tent up in a tree



Place the poles that hold up the tent on the outside and use them as a drying rack for stuff that is wet



### SCAMPER

Helps you explore the potentional of an existing idea.

Project name: Tent 2.0

For who: Quick shelter inc.

Date: 01 - 03 - 17

Notes:

The tent on top a trailer is a good idea but brings along some technical difficulties.

> Would it be possible to hang a hammock in the tent?

Combine the trailer idea with the poles on the outside and the hammock.

Next step:

We should add another yellow technique to have more ideas!



. Write down your (personal) challenge:Howcan.weimprove.customerloyaltyand.satisfaction.ofcur.webshop?
2. Reverse your initial challenge: how could I possibly cause the problem?
8. Explore different aspects that could cause a problem instead of solving it :
Have. no. easysequencebetweenallthedifferentproducts
Ask for as much personal information as possible.
* Don't mention that products are out of stock.
Automaticallyaddproductstotineshoppingcart
* Have the customer make a new account every time they return to the webshop
* Make customers pay cash.
• Send out the package 3 months late.
Now reverse each of these problems into positive solutions:
• We need to group the different products ranges in different ways such as physical and intangible products or according to
Only ask for the personal information when the customer wants to checkout the shopping cart.  Ask only for the nessecary information, adress and name.
*WemustkeeptrackofourstockandpreventthisfromhappeningWecanprovideawarningtotheonlinecustomer
Have an overview of all the products in the shopping cart on every page they click.
*Make it easy to auto-save their login information and give them hints when they forgot their password. Have a button that sends
*Try. to. allow as many different payment methods as possible.
* Have a good system that keeps track of every order coming in and block a moment twice a week to send out all



### **REVERSE BRAINSTORM**

Forces you to focus on the negative aspects and turn them into positive solutions.

Project name: Webshop optimization

For who: Red boots + green shoes

Date: 26 - 08 - 17

Notes:

This technique is so intuitive. It's very easy to come up with new ideas like this.

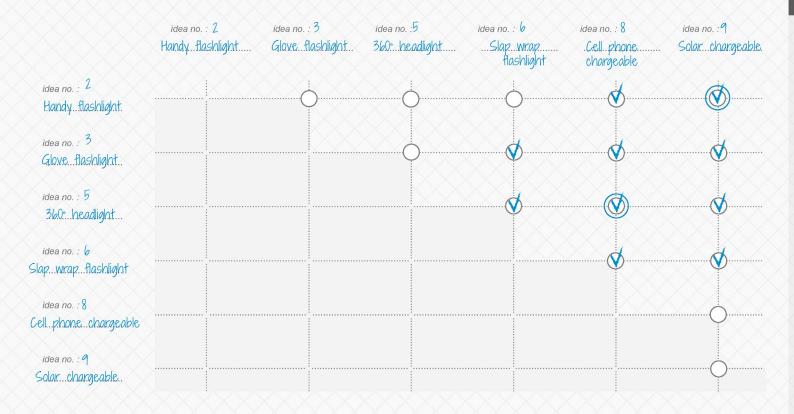
Next step:

We can bundle all the complaints we receive and try this technique on them once a month.

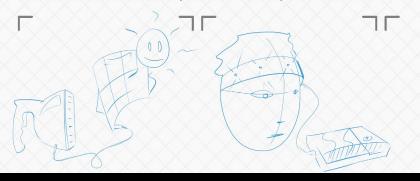
You and your team need to come up with at least 100 ideas in one hour.
Which technique and how would you organise it?

1. Write down the ideas from phase 2.		
o idea no.   : Youth music camps	idea no. 28: Covered wagon tours	AFFINITY MAPPING
o idea no. 3 : Sing. along. championships.	idea no. 3  : Online forum with local bands	Makes you organize a large number of
o idea no. 4: Do it yourself musical instruments online tutorials	idea no. 32: Livingroom lessons by local artist	solutions into clusters or groups.
oidea no. 6 : Singles date night with music performances	O idea no. :	
o idea no. 7 : Ted X	O idea no. :	
o idea no. 8 : Music workshop for beginner	idea no. :	
oidea no. 12 : Neighbourhood parties with local bands	O idea no. :	Project name: New range of music related
oidea no. 14 :Cyclingroutealongmusicbars	O idea no. :	products
o idea no. 15 : Rent - an - artist	O idea no. :	For who: Muzia
oidea no. 16 :	O idea no. ;	Date: 22 - 01 - 18
idea no. 18: World Music bar	O idea no. ;	Succ. LL VI 10
oidea no. 20 :	O idea no. ;	
oidea no. 23:Workshop. make. yourown. instrument	O idea no. :	Notes:
oidea no. 24: Favorite, song, night	O idea no. / ;	
• idea no. 25: Facebookreviewpageofnewcd!sandperformances	O idea no. :	We should focus on 3 of the subgroups and try to finalize a product for each one.
2. Find similarities in all your solutions and mark related ones with a color.  3. Name the different sub-groups with a describing name & make some notes:   group name : Travelling		
<ul> <li>group name:On. stage</li></ul>	"Thegoals .is .to .transfer .knowledge .about	Next step:
group name : Channel	ugh different "channels" we can reach these people to transfer n create our own	Find a technique which thinks of our idea in the future.
group name:Gatherings	appreciatemusicmeetupandenjoyeachother.'scompany	Future swot
<ul> <li>group name :Workshops</li> <li>"Workshops"arehandsonlessonsgivenbysomeonewhoisa</li></ul>	specialist in their field.	

- 1. Number your solutions in phase 2. List the ones you want to explore in the matrix underneath:
- 2. Check if your solutions can be mixed and mark a potential combination:



3. Sketch out the best combinations that provide added value compared to the first ideas:





### **BLEND MATRIX**

Helps you to improve your ideas even more by searching for possible combinations of idea

Project name: Flash light 2.0

For who: Lumibus

Date: |3 - 09 - 17

Notes: Idea: cell phones should have a small cable built into the phone.

Charging the flashlight using the cell phone is easy but can the battery of the cell phone do this without losing too much power?

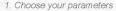
Check existing lighting for cyclist.

Next step:

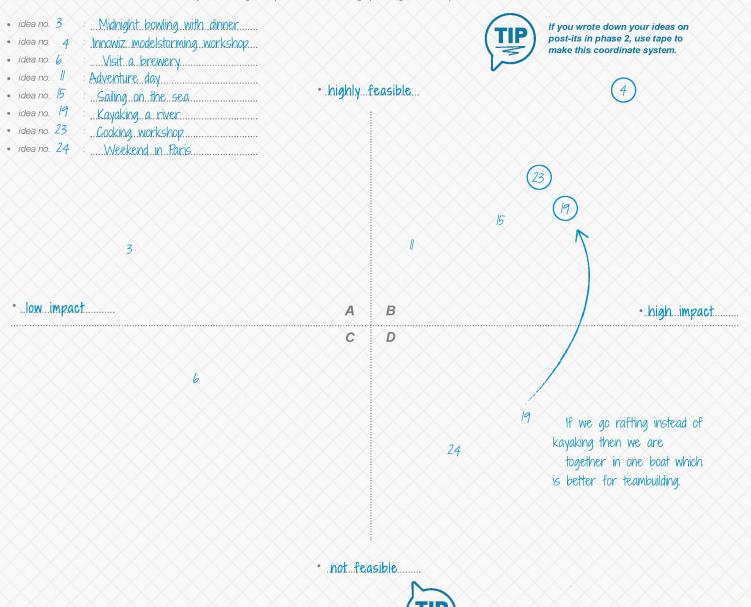
Find a technique where we compare the positive with the negative aspects of each idea.

( maybe plus delta ? )





2. Number and name the different solutions to your challenge and plot them out on the graph using 2 different parameters:





### COCD-BOX

Helps you filter solutions by comparing them with two simple parameters.

Project name: Team building event

For who: Bino advertising

Date: 22 - 0| - |5

Notes

Seems like too much adventure is too scary for some people but there are plenty of other things we can do together.

Next step:

In a further stage we could try to improve our bad ideas from quadrant C, so they can move to quadrant B.

Define what is 'feasable' for your project.

# First use another technique to reduce your amount of ideas.



2. Compare them to each other and write down the winning number:

	Personal tour of.	Pick your own.	.Pick_up_from	Give massage	• idea no.  2 : Makeyourown cocktailwarkshop	
• idea no.		,,				.,,
Personal tour of hotel		A	0	q	in	14
• idea no. 4 :		XX	Ŏ	*1	14	\\.\.\.\.\.\.\.\.\.\.\.\.\.\.\.\.\
.Pick your own						
roomgame			8	9	12	4
• idea no. 8 :		***************************************				
P.ickupfromair				$\times$		$\times$
port by motorbike.				9	12	8
• idea no. 9 :						
Givemassage				9 9 9 8 8		
				0 0 0 0 0 0 0	9	9
• idea no.  2 :		•••••		:		
Make your own				* * * * * * * * * * * * * * * * * * *		$\times$
cocktalworkshop • idea no.  4				0 0 0 0 0 0 0 0 0 0	5	12
Family photo	***************************************			· · · · · · · · · · · · · · · · · · ·		
in garden						
at.ivjoit.tat.or.i						
3. Count how many times each						
• idea no.   :	idea no. 4 :2	, • idea no. 8	3 • idea no. 9	:5 idea no	o. 12 :4 • ia	lea no.  4 :
4. Rank your solutions based o						
5. Note the reason for this solu	tion coming out on top					
9, it's the most easy.	$\vee$ $\vee$ $\vee$ $\vee$ $\vee$ $\vee$ $\vee$	$\times \times \times \times \times$	$\times \times \times \times \times$	$\times \times \times \times \times$	$\times \times \times \times \times$	$\times \times \times \times \times$



### FORCED RANKING

Makes you compare all solutions with one another to select the best one.

Project name: Welcoming guests

For who: Trobis hotels asia

Date: 22 - || - |7

Notes: Have guests choose between

neck, foot or hand massage.

The massage shouldn't take too long and needs to be given at the lobby or the reception of the hotel.

Offer them a drink while being massaged.

Next step:

Find a technique to convince the complete staff of Trobis hotels Asia.

	• round 01:	• round 02:	• round 03:	• round 04:	• round 05;
dea no. 1 ;					
Chocolate pie	points:	points :	points :	points:	points :
olea no. 4 : Pancakes	points :	points :	points :	points :	points:
dea no. 5 : Strawberry	points :	points:	points :	points :	points :
cheesecake dea no. 6 : Fruitsalad	points :	points ;	points :	points :	points :
lea no. 8 :	points :	points :	points :	points :	pgints:  (IIII III)
ea no. 9 : RCIRAMCONES	points:	points :	points :	points :	points.
	os out: renotfancyencughfi nasandblazethemi				with.
ea no. 9 : We. can. s	erve this to the kids k	out ice cream doesn'	t fit for dessert in 1	winter time	,,,,,,,,

Grandpa and aunt Susie don't like cheese.

• idea no. 5

8

### **HABEMUS IDEAM**

Forces to eliminate one idea per round (this is how a concilie works to choose a new pope).

Project name: dessert for x-mas family dinner

For who: our household

Date: 24 - 06 - 17

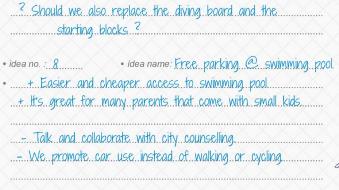
### Notes:

- !!! Chocolate mousse wins
  - + Everyone loves chocolate
  - + Easy to make
- + Can be made in advance
- + Can be served in personal cups
- + Goes well with fruit ( so people who really want fruit can have it both )

Next step:

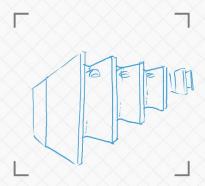
Make chocolate mousse :)

compare three unicient solutions to each of	nor.
Explore your solutions by noting potential	problems, benefits, feelings, or possibilities:
• idea no. : 2	
? Could we charge for this ? ? Combine this with some of th	nechangingrooms?
• idea no. : 5	
	iiwe



? Buy or use the field next door and turn in

into a (green) parking lot.



	$\langle \rangle$			
		5		
$\times_{l}$			1	
< (	1		77	$\mathcal{L}$
	1	7		

			P	3
	53.	· (1)		
0.	·o L	<b>Y</b> //		

<ol><li>Grade each solution</li></ol>	1 for these three	item.
---------------------------------------	-------------------	-------

•	novelty:	8	/10	
?	attractiveness:	7/.10		
	feasibility:	9	/10	
	add up the scores:	24	/30	

•	novelty:	.6	/10	
	attractiveness:	7	/10	
•	feasibility:	3	/10	
	add up the scores:	16	/30	

	novelty:5_	/10	
?	attractiveness: 9	/10	
	feasibility:	/10	

add up the scores: 20 /30



### NAF

Helps you quickly and easily grade your solutions on three criteria.

Project name: More clients

© swimming pool For who: City swimmingpool

Date: 22 - 01 - 15

Notes

Ask clients and users what they think about the ideas.

Next step:

Do this for all top 10 solutions and also try another phase 3 technique.

<ol> <li>Make your 8 best solutions battle against eachother until y</li> </ol>	ou have 1 winner, note down the reason why an idea wins a ba	ittle:
1Biggerwindows	winning no. 1:Theroofdoesn'tallow .theplacingofaffordableskylightsandmaintenance	
2Sky lights in ceiling		winning no. 3 :
	winning no. 3:	and easier by the city council
3. Brighter paint on walls	Painting is less expensive than placing	
	all new doors	
4. Doors made of glass		
		winner is no. : 6
	winning no. 6 :	
5. New and brighter furniture.	.Colleague's will be more in contact with	
6. Break out parts of some walls	light.inthe.room	winning no. 6:We.kill.twobirdswith.onestone;more contactbetweencolleague/sandmore
7	• winning no. 7 :	naturallightcomesin
8. Brighter floors	× × × •× × × × × × × × ×	
2. Name, describe and sketch your solution:		
Holes in the walls		
By making multiple holes in different w		
advantages. Firstly the seperate offices be them seem larger. Secondly the collea		
departments will be more in touch with eac		
not least by placing the holes in some w		
can bring in loads of natural light.		



### PAIRED COMPARISON

lelps you rank your solutions through comparise and discussion by means of a competition.

Project name: More light in city hall

For who: City of Brickla

Date: 05 - 03 - 18

Notes :

Can glass be placed in the current wooden doors?

Next step:

Make sure we choose a technique to communicate clearly with the engineer.

Independent vacuum cleaner		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Helps you look critical on your idea.
Avacuumcleanerthatcanvacuumfullyin assistanceThis robot .has .got .an .internal .r	memory and a loading dock		
tt.onlycleanswhennooneisathome			Project name: Independent vacuum cleaner
			For who: Vacuum inc.
			Date:  0 - 03 -  7
			Notes:
2. Write down <b>positive aspects</b> of your solution:	3. Write down what this solution could become:	4. Write down the concerns you have about this solution:	How can I make a robot clean windows?
Saves time and allows you to do	•Not. onlyforvacuumingbutmaybeit canmobtheflooraswell	Room navigation	TIP
Big. market, everyone has	Pet replacement.	Expensive development.	First use another technique to reduce your amount of ideas.
			Next step:
. Easy. to. use (granny. proof!).	Window cleaner (vertical action)	Other ( and new ?) competitors.	Investigate the possibility of adding differen types of nozzles for vacuuming and mopping the floor.
		•	Find information on types of batteries
			we could use in the vacuum cleaner.
	×		

Write down all solutions and grade them on the following points:	big potential	small risk	little effort	good feeling	
1. LasercutTed .rack to .hang .the .newspapers .over	12345	02345	12345	12345	total score:
2. 2. wooden tubes that stretch a big rubber band to hold the books against the wall.	12345	72345	(2345)	72345	total score:
3.	12345	12345	12345	12345	total score:
4. Vertical rack with books on top of each other to put study papers on	12345	72345	72345	72345	total score:(.llp.)
5.	72345	72345	12345	72345	total score:
6Boxonwallthathasslotswithslidingpartitions	12345	(2345)	12345	72345	total score;
7.	72345	(12345)	12345	72345	total score:
8. Shelf. is. a. box. with the same shape of the books you want to keep.	12345	3 4 5	12345	12345	total score:
9. Use scrap metal from old shopping carts.	7345	2345	2345	7 2 3 4 5	total score:
10.	12345	( <u>2345</u> )	12345	12345	total score:
11.	12345	12345	12345	12345	total score:
12	12345	12345	(2345)	2345	total score:
13	12345	12345	72345	12345	total score:
14.	(12345)	12345	12345	12345	total score:
15.	12345	72345	12345	12345	total score:



#### PREFER MATRIX

Makes you evaluate your solution use four parameters.

Project name: Book shelf

For who: Shelf company

Date: 03 - 0| - 18

Notes:

Opportunities :

- digital book library
- one library in the dorm for all students

Next step:

Solution 2, 3, 4 are the best but the points are almost the same, will use another phase 3 technique to filter better!

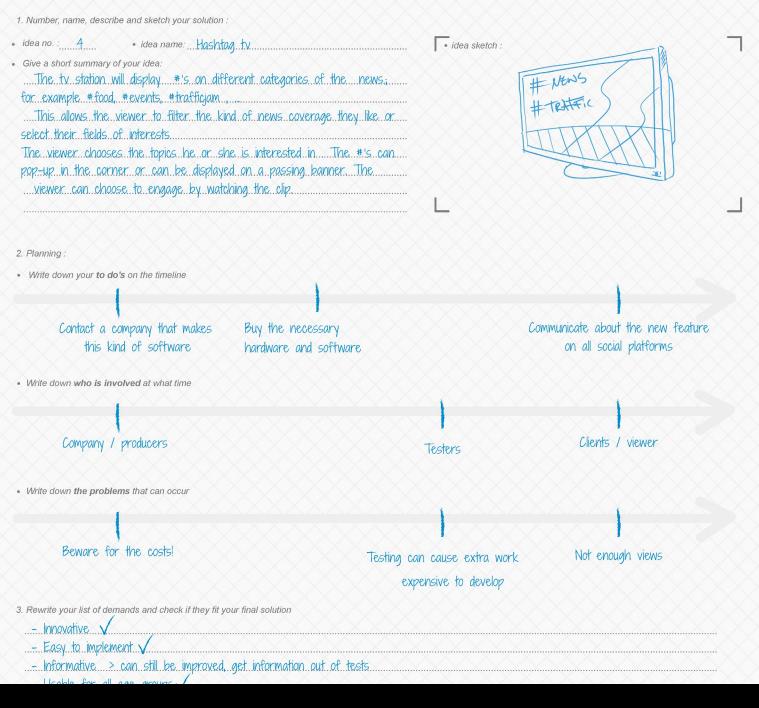


# Which technique would you pick if you had to select a top 10 out of 200 ideas?

1. Describe your solution: My. business. solution. is. to. make. and .sellsoups. made. from .bio-vegetableusing. theirhelp. (wherepossible). and .knowledge	these soups locally with a ecological footprint that is	ELEVATOR PITCH  Helps you present your solution to your stakeholders in a very short time.
2. Rewrite your solution and communicate about:  • Who you are:  Tons of Crou. — we produce and sell soups made from fresh and biologically grown vegetables to people who want to lead a healthy lifestyle.	4. Use aspects out of the left column and put them together in a 30 second pitch:  Tons. of Crou  Soups. made. from fresh and biologically grown vegetables  We grow our own crops at an ecologically conscience.  family farm.  Our products are all natural.	Project name: Grandma's soup  For who: Tons of crou  Date: 17 - 03 - 17
• What you do: We grow and produce vegetables at a family farm and usethese to produce 3 different flavours of soup.  These soups are sold fresh to local shops and take awayrestaurants.	Our soups are delivered  > Daily to local business  > They are sold to a variety of people who want to  enjoy a tasty and healthy lunch	Notes: Practice, practice, practice !!!
Your unique selling points:  Bio. vegetables  Ecologically, farmed  Awesome, recipes, by my grandmother	USP::We. only. use. biologicallygrownvegetablesproducedonaecologicallymanagedfarmThegrowingofthecropsandthemakingofthesoupisdonelocallywhichallowsustodeliverthesoupbybicycle	Next step:  We could think of a way how to make
	on. recipes. of .my. grandmother  FUTURE In .the .next .6. months .we .want .to .expand .our .taste  pallet .from .3. kinds .of .flavours .to .5	more and cheaper advertisement to be able to sell at more places in a new innowiz brainstorm.
Sell. to . more places	(TIP)	Use bulletpoints in your 30 seconds pitch, make a structure!

3. Highlight the most important words.

Number, name, describe and sketch your solution:		
idea no.:		FUTURE SWOT  Look into the future and analyse your solution strengths, weaknesses, opportunities and three
Currentlyweonlyget.coffeeforfreeCoffeeisnot.themosthealthydrinkandnoteveryonelikescoffeeWewould.likethepossibilitytochoosefromsomejuices,waterandtea		Project name: Healthy @ work For who: Souls of shoes
		Date: 03 - 05 - 17
2. Project yourself into the future and predict things about 4 different topics: (decide for yourself / this project what your future is: next week, next year, next generation,)		Notes:
Strengths:	Weaknesses:	find out what the bosses like to drink :)
.Healthy(change.of.lifestyle.for.some.employees)	.More expensive, can we still give them for free ?	
More choice	Shopping will take more time	
Employees will be happier and more productive.	Do we need a pay system?	Next step:
Opportunities:Expand. the .choice even more .:different types of coffee, deca, espresso,	Threats:More types of glasses and cups to wash,unhappy cleaning staff.	We can use other Innowiz techniques if we see that this idea had to many negative influences.
	Marca alagiago — Inspira definações — laco mandrina finas ?	
Nies of Hea work	More choices = more drinking time = less working time ?	





#### **IDEA SHEET**

Helps you capture ideas and solutions by writing or drawing them in a summary.

Project name: Interactive tv experience

For who: Local tv station

Date: |7 - || - |7

Notes

Maybe only use this solution with people that already use smart devices.

The start up cost is big but this solution will allow us to easily connect with our viewers and it allows to spread our news coverage.

Next step:

Think of new concepts with innowiz for the future.

We have to book a lot of progress!

0.	rganizeworkshopsforpeoplewhowanttobuildcabinsfortemporary	.housing.
\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Write down what your solution is:	
•	A. series of workshops for "do it yourself." people	> • Fu
•	The workshops focuses on cabins and small living units that	• A
•	Focusonlto7dayperiodlivingwithbasiclivingstandards	• .A
٠		•
		·····
•		
	4. Sketch what your solution <b>is</b> :	

shelter, fire and sleeping

This tool is very usefull for ideas that	
are stil open / not very specific.	(IIIP)
	3
	<b>V</b>



#### IS - IS NOT

Helps you communicate your insights in the most simple way.

Project name: Survival 2.0

For who: Adventure club

Date: 22 - 0| -|8

Notes:

The workshop is meant to be a hobby and people usually only have enough free time during the weekend for their hobbies.

Give workshops during their summer camp.

Next step:

Make a poster or a flyer with this information to inform interested people who could register.

3. Write down what your solution is not:
• Full - time study.
A course in construction and architecture
.A. workshop, for building with high standards
•
5. Sketch what your solution <b>is not</b> :
Construction and architecture course

mings in new material for the next exercises	n. helps. the .teacherwith .making .notes .during .the .exams .and
te down a conclusion about your test based on the following actions:	
<b>Keep</b> You should continue doing this :	<b>Improve</b> You need to make this better :
. Evelyne. likes to help the teacher	Course of Leave also are also are also as a leave to the leave the area.
She. keeps an eye on the starting line to make sure that	Some of her classmates would like to help the teacher as well.
during running exercises	Find more tasks that she could do.
Evelyne feels useful in a certain way because she takes her role as a helper very seriously	
<b>Stop</b> You need to quit doing this :	Start  You should begin doing this:
Sometimeswhenanotherstudentcan'tdophysical	Find more exercises that Evelyne can doTry these new exercises in group and maybe change some small things to fit Evelyne's needs.
	Split.upthegroupandhavesomestudentsexercisewith Evelyne



#### **KISS FACTORS**

Makes you analyse your solution - after testing - through four actions.

Project name: Physical education for Evelyne

For who: City high school

Date: 03 - 04 -17

Notes:

Lots of exercises can be changed in a small way so Evelyne could (with the help of one or more students) participate with the entire group.

Next step:

Try to think of new exercises with the dissability of Evelyne in mind. Start over.

	Milita days the aritistan that you can improve an (dalta):
Write down some <b>positive aspects</b> (plus):Nice. and friendly atmosphere.	Write down the <b>critisism</b> that you <b>can improv</b> e on (delta): Lack.of.communication.and.publicity.in.advance
Manynewpeoplegottoknowourvolleybalclub	Locationit.rained.abit.in.the.afternoon
The bar functioned well and visitors enjoyed the home-made pancakes very much	Moreparkingspacenearbyorconvincepeopletocomebybike
Settingup, the organisation and communication during and the	
2. Write your new challenge down and make a sketch of it :	TEA HARDET
Instead of the event being outside we should try and organise it inside the gym. If the weather is nice on that day we can have the	

market on one of the soccer fields. We also have a big parking lot

....at our sports center...



#### **PLUS DELTA**

Forces you to collect constructive criticism to help you improve things in the future.

Project name: Annual fundraiser

For who: East river volleyball

Date: 03 - 04 - 18

Notes:

The initiative was great but the realisation could have been better.

Next step:

We can think again how we can be more prepared / how we can make the realisation better.

1. Compare your solution to other (existing) solutions by plotting them out on the graph using 2 parameters (choose these parameters wisely!): good quality other Short and ....to the point. appy news Date: |8 - |0 - |7 telegraph app Notes: readers pages daily pressed express low price high price other Daily other Frequent.... Next step: updates ...updates..... daybreak kingstown reader the zyon This tool can also be used after poor quality

#### **POSITIONING MAP**

Makes you a visual comparison between your solution and existing solutions.

Project name: Teenage news format

For who: Local newspaper

Appy news is our news app that brings local and short news articles related to students interests in the nearby universities.

Think about how we can make an even more outstanding idea.

phase 1. For example: to present the benchmark.

other Long and

irrelevant

1.	Write down	up to	5	solutions	you	want	to	compare,	and	give	them	a	color.
----	------------	-------	---	-----------	-----	------	----	----------	-----	------	------	---	--------

idea no.	2	2. wooden tubes that stretch a big rubber band to hold the books.
idea no.	3	Vertical rack with books on top of each other to put study papers on
		Example 2 Box on wall that has slots with sliding partitions.
idea no		
idea no.		
idea no.		X; X,

2. Label the parameters you want to give points on and create a diagram of the solution:





#### **RADAR PLOT**

Helps you visualize your solutions compared to different parameters.

Project name: Book shelf

For who: Shelf company

Date: 25 - 06 - 17

#### Notes:

- Idea 2 has biggest radar plot surface
- Idea 4 is funny, test it!
  - Make a storyboard of installing the racks

to do: - make appointment with client

- buy materials for prototypes

- call Peter

Next step: - call Rita for workshop time

Make a prototype of idea 2 and test it at Peter's place.

Do this with idea 4 as well!

1. Describe your solution: To lower, the frustration of travellers using the public transportation system we will develop an app that allows users to quickly find delays or detours on their journey. This helps them with planning a trip or during their daily routine.				
2. Oh no, my solution is not good:  These are the <b>problems</b> with my solution:	These are <b>the good things</b> about my solution:			
- This kinds of app already exist but there is no app that nakes the link between the train, bus and metro - Not all travellers have a smart device - Sometimes the internet connection is bad while travelling - We need to get all the necessary data from the train company, we depend on them too much	All the necessary information at the touch of a button			
	es are not (always) e. problem			
Think about <b>who may be able to help you</b> :				
	transport.			
3. Next round I should try these techniques:				
	.who.will be using my solution.			
	problem and turn them around into something useful.			
	ant and describe the wishes			
	rent. kind. of .travellers; .dailycommuters, .students, .groups, .elderly,			
phase 2 6-3-5 brainsketching. Get some people together	and brainstorm in group.			



#### **ROUND NUMBER TWO**

Helps you examine your solution and makes you prepare for another iteration.

Project name: Anti-frustrating travels

For who: Belgian railway system

Date: 30 - 10 - 17

Notes:

Contact the bus and metro companies.

Next step:

See point 3 in template.





Describe the solution you are going to test:		
	no Jeff is, what he dreams of and how he	EUREKA MATRIX
	Makes you predict and evaluate the testing of one of your solutions.	
.students and parents		
	tudents to fill in the info session.	Project name: Jeff is a teenager, not a child
2. Write down a few things (feelings, thoughts, experiences,) about the solution you hav	e choosen;	For who: City high school
Before y	you tested it	Date:  9 - 02 -  8
Expected & positive	Expected & negativeNotsomanypeopleattendedbuttheywereveryinterestedand opentohelpSometeacherswereextremelyinterested	Notes:  This was a good first edition of
Since it is a free-to-attend info session we will only get teachers and students that are really interested.	and want to try their very best to understand. Jeff	the info session.
.lf. the info session is positive and enjoyable the connection between Jeff and his teachers and classmates will	Jeff. made. a. new. friendwhohelpshimduringthemathlessons.	
str.engthen	Otherstudents .joined .the .efforts .and .also .want .to .be	Next step:
3. Now test your solution that took you by surprise and write down a few things (feelings, the	noughts, experiences,):	How can we solve the unexpected
After y	ou tested it	and negative? Think about with other innowiz techniques.
Unexpected & positive Not many people will show up	Unexpected & negative  We didn't have enough time.	II II IOVVIZ TOOV II III JOOS.
How will they experience the information? Will they find it to be too pushy?		
If no one shows up, how will the school react?	We need to convince the less interested teachers to	

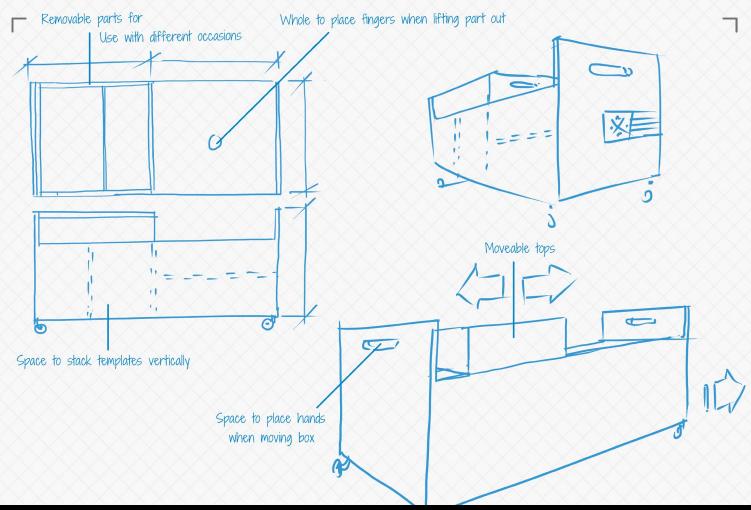
### Eureka matrix

#### 1. Describe your solution:

My solution gives place to all the necessary equipment we need to take with us when leaving for a planned brainstorm session. It holds A3 size templates, plenty of card decks, coasters, writing utensils, craft tools such as tape, scissors, knives and extra paper. It also has space for a laptop and a projector. It is possible to place our banner on top.

The box on wheels fits into any car trunk, can be lifted by two persons and is manoeuvrable by one person

#### 2. Sketch your solution and label important parts:





#### **SKETCHING**

Makes you sketch your solutions or concepts to avoid misinterpretation.

Project name: The innowiz creative treasure chest

For who: MOWIZ

Date: 09 - 09 - 17

Notes: Use durable materials!

Take the measurements

of the smallest car.

Get heavy duty and large wheels.

Once the measurements are decided it should not take more than 3 hours to build (unless Sara en Laura make it of course ...)

Next step:

Music. that .can .beplayed .on. the .bus .during .the .ride	
Specific (use concrete terms and avoid cloudy descriptions): Who:::students.between.the.age.of.13.and.18.	Agreed upon (make sure everyone knows and agrees upon all details): to get clients to bring their friends we can look into a buddy
what: a. bus. for young people	system For example if someone brings a friend they can win a free bus pass to use during the weekend
Measurable (add numbers to define your goals):	Realistic (do not exaggerate or make your solution too ambitious but keep it credible)we.need.to.make.promotion.on.social.media, on the radio and
oytheendofthenextschoolyearourticketsalesneedtogo upfrom160perdayto260perdaywhichmeansthatwe needtoattract100newdailytravellers	.at .thebusstationstartingatthebeginningoftheschoolyear
Time-based (use a time frame to fully understand the context):  in the first three months we need to get about 35 new.  ravellers by 6 months we need 60	
ne campaign needs to be designed by the end of June and	

To make them feel more at home they will be able to select certain music on an app. The interior will be changed to have a more modern

By the end of the first school year we want to transport 100 students more than our current amount 160. The ticket price will stay the same...

look. The seats will be arranged differently, and the outside of the bus will have vibrant colours.



#### **SMART**

Makes your solution less imaginary and more acceptable.

Project name: Improving line 5

For who: Citybus

Date: 22 - 04 - 17

Notes:

Adjusting the bus is a big cost and is a decision we cannot take lightly.

We need to calculate the cost and find out over how many years we can spread it.

The solution is not the most creative one but it will help us reach our new goals!

Next step:

Discover other opportunities with busses: Could we rent the bus during the weekends for large groups?



In next step we will try to make the idea more creative! 7 Fill a used plastic bottle with water.
2 Pour water in the machine.

4 Pump !

5 Screw bottle of the machine

Take out and clean filter

7 Put filter back

8 Ready for re use

3 Screw bottle on the machine



#### **STORYBOARD**

Helps you visualize your solution in its context.

Project name: Clean water

For who: H2O4ALL inc.

Date: 22 - 0| - |8

Notes:

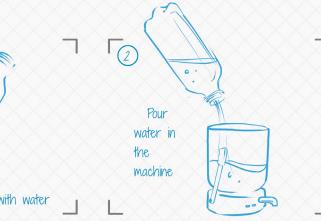
Contact filter company.

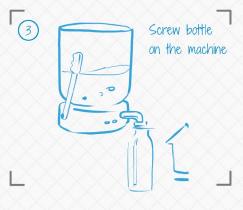
This needs to be possible without the use of electricity.

#### Next step:

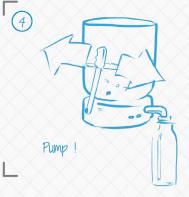
Use other innowiz technique to have a more elaborate explanation of the solution.



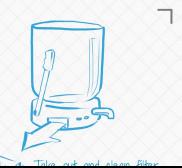




6











You want to convince your boss that your idea is the best solution for the target group. Which technique would you use in your presentation?

INNOWIZ

### INNOWIZ advanced







once you get it, you don't need them anymore once you don't need them anymore, you know you got it!





4 phases

### selecting the right techniques



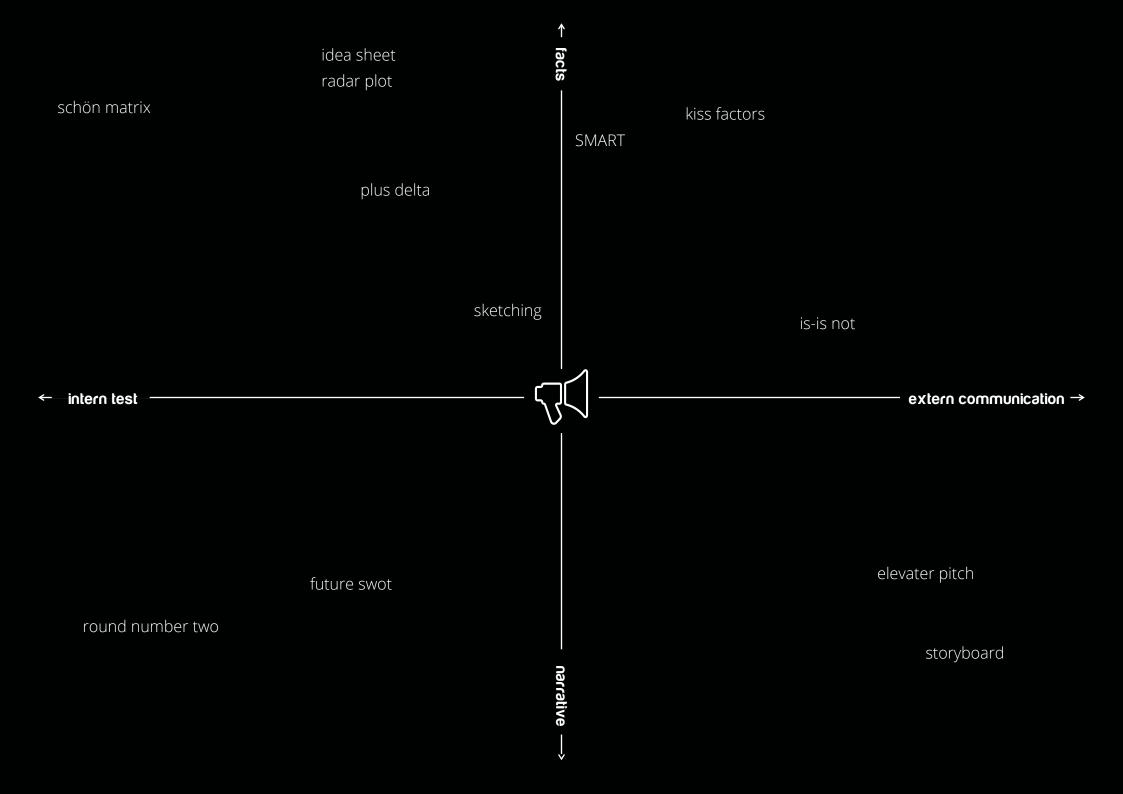










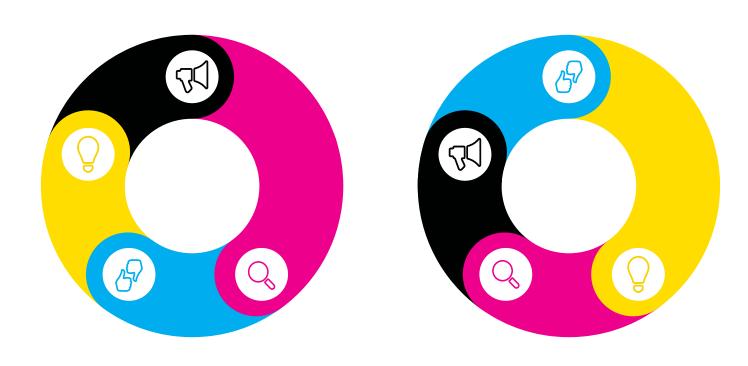


4 phases

### Timing & order







boundary examination list of demands project sheet morphological analysis step 1 5w1h persona ideal final result benchmarking google patents smart goals specify smarter synonyms visual dictionary wikimindmap wiktionary wolfram alpha wordle chunking up & down four cess cause & effect tai model five why's graphic jams breakdown cause diagram stakeholder mapping

kiss factors

cherry split escape thinking 6-3-5 brainsketching morphological analysis step 2 morphological analysis step 3 job force conceptual blending scammperr reverse brainstorming break and combine 37 ways to innovate 40 triz principles ask nature design to connect design with intent espacenet function database superheroes moodstream 9 windows now and next bodystorming the rich uncle story cubes banned service poster

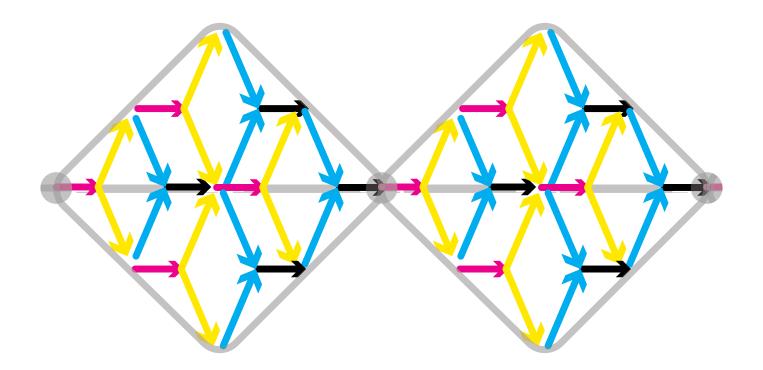
five senses

prefer matrix aida plusses, potentials & concerns forced ranking naf cocd-box habemus ideam ask 500 people doodle maslow pyramid six thinking hats sticking dots plus delta affinity mapping 12 consumer values supporting a position din belg paired comparison haalbaar & inclusief decision trees what if impact analysis ladder of interference delphi method codm model conjoint analysis futures wheel

radar plot is - is not storyboard smart idea sheet elevator pitch sketchina round number two business model canvas business model kit chartchooser google sketch-up moodboard pecha kucha prototyping stormboard wikiquote project wall positioning map quick and dirty prototyping future swot empathy mapping task analysis grid service image role play

tomorrow's headline

offering map



### process







How to facilitate a brainstorm

### Do's and dont's





preparation

### Question





### don't

tell people everything can be solved with a brainstorm, be critical.

preparation

### Intake





## don't

have an intake with a person who will not attend the brainstorm do

use the 5W1H technique to structure the meeting.

preparation

### feedback





### do

try to distil all the information in a challenge and check if your client agrees.

Check all the practicalities: location, beamer, date,...

preparation

#### preparation





just pick any technique.

use techniques you don't understand.

Grouping the right (amount of) people is key.

Think very detailed about timing.

Run through the brainstorm yourself.

brainstorm execution

#### presentation







don't make it very formal.

make your story too complicated.



brainstorm execution

#### during brainstorm





have rooms seperated far from each other.

have rooms with the smell of hard labour....

the 'boss'

the 'introvert'

mobile phones

do Keep it FUN!

let silence take over.

mobile phones

body language

be the guy who interrupts

be a nitpick about time.

let people suffer longer than 3 hours.

brainstorm execution

#### problem definition







Make sure participants know what to do.

it together if they need help.

Make sure the participants are not lost.

brainstorm execution

#### idea generation







Be aware of the 'Yes, but's

Help the participants by adding one or two ideas.

Please doooooo make jokes!

Add some competition.

Foresee a break!

# Hang on!

we're almost there

#### idea selection





# again, don't

be a nitpick.

Make sure you have the right technique (many ideas vs. some)

## don't

Let people pick their safest ideas.

## idea communication





Make it a happy ending.

### end





## don't

throw it in the bin or mix papers up.

### documentation







# don't try to interpret.

Make a clear visual summary.

Try to add insights you heared while facilitating.

INNOWIZ exercise

lab 50'





#### Main goals of lab 50' brainstorm:

- · learn how to facilitate, so you can harvest ideas with others.
- learn how to think about organising a design sprint
- learn how to behave during creative moments

#### Main set-up of lab 50' brainstorm:

(22.11: 3th design sprint, with innowiz card deck)

- . 29.11: prepare a brainstorm in teams of max. 3 students
- . 6.12: first 2 brainstorms in group of max. 12 students (3 facilitators, 9 participants)
- . 13.12: last 2 brainstorms in same group of students

(20.12 final design sprint - examination simulation)