

Welcome to
day 2

Let us pray...

Short recap of yesterday

To discover insights

Secondary research

Observation

Interviewing

Empathy

We are using the following example: ***what***

if we intentionally sought new

members?

Be Playful

Always begin with
prayer

Our “What if” question
evolves (INQUIRY)
Now it’s “How might we”
(HOW)

Every problem is an opportunity for design.

By framing your challenge as a *How Might*

We question, you'll set yourself up for an innovative solution.

Now that you have insights, you can ideate
OLD: "How do we go

west?”

NEW: “How might we
go to Los Angeles?”

How to Ideate

Mash-up

Other peoples’

shoes

e-storm (text too!)

Brainstorm

“The best way to
have a good idea is
to have lots of ideas.”

Linus Pauling

How to Ideate

Mash-up

Other peoples'
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e-storm (text too!)

Brainstorm

odd things together to make something

new

outside of the industry to cross pollenate

How to Mash-up

Frame: “How might we...”

Generate: As many elements as possible

Narrow: Pick two unrelated categories

Mash-up: Combine from the two for new

FIRST CATEGORY

1 _____

2 _____

3 _____

4 _____

5 _____

SECOND CATEGORY

1 _____

2 _____

3 _____

4 _____

5 _____

The hospital room healthy

minibar

How to Ideate

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Brainstorm

ROLE PLAY OR STORY BOARD
DIFFERENT PEOPLE GOING THROUGH THE
STEPS

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How to Ideate

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