# IDEATION
### session
# TEMPLATES

# FRAMING TEMPLATE
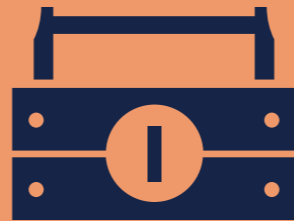
**HOW MIGHT WE** _[what: goal]_

**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 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

*2 min*

**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

*5 min*

## 3 SHARE YOUR IDEAS WITH THE GROUP

*8 min*

## 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

*5 min*

# 4-3-5 BRAINWRITING TEMPLATE

IDEATION SESSION

**HOW MIGHT WE** *[what: goal]*

**SO THAT** *[who: stakeholder]*

**CAN** *[why: insight]* **?**

**1ST ROUND** 5 min

**2ND ROUND** 5 min

**3RD ROUND** 5 min

**4TH ROUND** 5 min

**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 min*

**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.

*3 min*

**TIP!**

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