IDEATION/CREATION EXPEDITION
A flight plan for design exploration
**IDEATION/CREATION EXPEDITION PLAN**

An ideation expedition is to generate many ideas, and begin to develop some of those. Below is a generic sequence of steps to do it. Outline each specific step for your expedition.

1. **Generate Ideas**
   - (Brainstorm, Analogous Ideation, Bodystorming, Sketching, etc.)

2. **Selection**
   - (Intentional way to narrow, yet preserve potential)

3. **Create How Might We Questions**
   - Create ways to ________________________________ .
   - For __________________________________________ .
   - (While considering ____________________________ . )
   - We really need to figure out ________________________________
   - ________________________________

- * What other perspectives (people) would best inform the work?
- * What other perspectives (people) would best inform the work?

**WHAT TECHNIQUE(S)?**

- WHAT TECHNIQUE(S)?
- WHAT TECHNIQUE(S)?
- WHAT TECHNIQUE(S)?

**WITH WHOM?**

- WITH WHOM?
- WITH WHOM?
- WITH WHOM?

**WHAT TECHNIQUE(S) / FORMAT?**

- (Written, sketched, video, mock-ups, ...)

**Ideas Dashboard, Storyboard, or Prototype / Mock-up**

Potentially:

- Enter Experiment Expedition

**WITH WHOM?**

- WITH WHOM?
- WITH WHOM?
## “HOW-MIGHT-WE” QUESTIONS
TURN INSIGHTS INTO ACTIONABLE PROVOCATIONS

### AN EXAMPLE
Imagine you are in the ice cream business and you have an insight/perspective:

**“Sharing an ice cream cone is a uniquely tender moment. How could we build our business around this?”**

You might create the following How-Might-We questions:

<table>
<thead>
<tr>
<th><strong>Amp up the good (or lessen the bad):</strong></th>
<th><strong>Question an assumption:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>HMW make the “tandem” of ice cream cones?</td>
<td>HMW share ice cream without a cone or cup?</td>
</tr>
<tr>
<td>HMW make an ice cream shop the perfect first date venue?</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Focus on emotions:</strong></th>
<th><strong>Create an analogy from insight or context:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>HMW help a father show his love to his daughter with an ice cream cone?</td>
<td>HMW make ice cream like a therapy session?</td>
</tr>
<tr>
<td>HMW design an ice cream cone to say goodbye?</td>
<td></td>
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<tr>
<td>HMW make the “I’m sorry” ice cream experience?</td>
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**AMP UP THE GOOD AND FOCUS ON EMOTIONS**

**FLIP ASSUMPTIONS AND ANALOGY**

**FOCUS IN AND TAKE IT TO AN EXTREME**

**Your insight(s) / perspective:**

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**Your insight(s) / perspective:**
BRAINSTORMING PRACTICES
SOME GUIDELINES FOR BRAINSTORMING

YES, AND!

*Defer judgment.*
*Go for quantity.*
*Build on ideas (of others).*

SAY IT
WRITE IT
STICK IT

*One conversation at a time.*
*Headline!*
*Capture all ideas.*

PREP

*Prior to brainstorming*
*Write How-Might-We Questions with insight/direction.*
*Consider asking people to generate ideas individually first.*
*Gather materials, prepare a space, and set the tone for generation.*
CAPTURE TOP QUESTIONS AND IDEAS
SELECT IDEAS INTENTIONALLY AND RECORD THEM

OPPORTUNITIES EXPLORED
Opportunities/HMW questions you ideated from.
Select three that were generative and represent fruitful directions?

TOP IDEAS
Ideas (solutions/elements) with potential, even if you are not pursuing them now.
(3-8 ideas)
IDEA DASHBOARD
FLESH OUT YOUR CONCEPT

**WHAT...**
What's the intervention/solution?

**WHO/HOW...**
Who will implement it?
How can it be created in the system?

**WHY...**
What change does it create for people?

DRAW IT