

DreamUp: The Game of Creative Collaboration

GAME PLAY INSTRUCTIONS

DreamUp is a game that inspires you to be more creative and collaborative. You will divide into two teams to discover new solutions to everyday problems by empathizing with others, imagining big ideas and bringing them to life. Your team will work together through eight rounds of creative action and a ninth round of storytelling. At the end of the game, each team will give the other team awards that highlight their unique creative collaboration.

Objective:

Your goal is to dream up exciting, surprising, out-of-the-box ideas for the other team using a creative design process.

Two DreamUp Teams

1-3 people per team
Ages 10 to 100

Length

Approximately 90-120 minutes
This includes Team Launch, Gameplay, Storytelling, and the Awards Ceremony

Required Space

- Table where the team can work together
- Hub in the middle of the table with communal game play supplies
- Spot for vertical board
- Device for playing music

Required Materials

Post-its	Sharpies
8.5 x 11 paper	Pipe cleaners
Blue tape	Play dough
Markers	Tin foil
Paper Cups	String

Any other household item that is easy to cut, tear, glue, staple, tape, etc.

Game Pieces

- One 6-sided Die
- Design Challenge Briefs
- Method Cards
 - Team Launch
 - Mindset
 - Empathize
 - Define
 - Ideate
 - Prototype
 - Test
 - Tell
- Pivot Card
- Bonus Time Card
- Round 9 Road Sign
- Vertical Game Board
- Creativity Awards

GAME PLAY INSTRUCTIONS

1. TEAM LAUNCH:



Our recommendation for establishing teams are as follows:

- Have each person pick a “character” card that they feel best expresses their personality, working style, or skills.
- As you form teams, try to mix people who identify as introverted and extroverted; who are more analytical and who are more expressive; who are more linear and exploratory.
- When relevant, try to make teams with differing professional experiences (doctor, engineer and chef; artist, accountant and teacher).
- Also look for a diversity of skills: those who frequently create or make things, those who love to tell stories and share their thoughts in public forums, those who love meeting new people and make connections.
- Try to create a team with diverse life experiences – think about age, where you grew up, where you have lived, changes or transitions in work, school or life, etc.

or...

- Instead of the above approach, split teams up randomly. Have each person draw a role card and then take on that role, whether it comes naturally to them or not!

Once DreamUp Teams are picked, draw a Team Launch card and complete the activity.

Also, make sure that both teams have one Pivot Card and one Bonus Time Card at the beginning of the game. Instructions for how to use those cards can be found below.

2. DEFINE THE DESIGN CHALLENGE:



The goal of this game is that your team will dream up a solution for the OTHER team. First, as a team, review the Design Challenge Briefs and select the one that you want the other team to solve FOR your team. Make sure that everyone on your team is comfortable with the challenge you select – you may be asked to talk about this challenge in your personal life.

Once each team has picked the Design Challenge Brief, they will announce their choice for the other team and answer the following questions:

- Why did your team choose this challenge?
- Have one or two members of your team share a story from their life about how this challenge affects them.

3. ROUNDS OF GAME PLAY:

There will be 8 rounds of game play. Teams will alternate rolling a die each round. The number on the die will determine the creative method that both teams will complete. Your work might happen concurrently or you might have to trade-off in order to engage with each other. For example, during an Empathize method, one team will interview the other team, and then you switch so the other team can interview. But during a sketching method, both teams would be sketching at the same time.

Each number on the die has a corresponding phase of the design process. See below.



1: Empathize



2: Define



3: Ideate



4: Prototype



5: Test



6: Mindsets



DreamUp draws inspiration from the design thinking process – a set of tools and approaches used by companies, non-profits, government agencies, foundations, and schools to lead teams to innovative, creative solutions to human-centered problems. The design thinking process has five phases and countless tools and methods. The process is often presented in a linear way, but in DreamUp, the process unfolds randomly every time you play.

The phases of the design thinking process are:



Empathize:
work to understand the needs of other people as inspiration for your solution



Define:
reframe problems into new opportunities



Ideate:
generate lots of ideas in order to find the one worth pursuing



Prototype:
build a quick model or create a simulated experience to help others understand your ideas



Test:
ask other people to try out your prototypes in order to get great feedback



Mindset:
helpful methods for thinking in new ways to inspire creative actions

Method Cards

Read the Method Card aloud. Follow the prompts on the card to complete the activity. Document your design work on your vertical board. Post all notes, artifacts, etc. in the panel corresponding to the round. If you are playing the game virtually, take pictures and use a collaborative platform (Google Docs, Mural, Miro, etc.) to share artifacts.



One each method card, you will find the phase of the design process, the instructions for how to complete the method, tips or examples for how to complete the method and time estimates for both work time for your team and collaboration time with the other team.

Pivot Card



Each team has a PIVOT card which they can play after they have rolled the die to begin a new round. This card allows the team to pick a new number (as if they re-rolled) that corresponds to a part of the design process they want to complete. This a way to stop repetitive game play like Ideating for five rounds in a row, etc.

Bonus Time Card



Each team also has a BONUS TIME card, which they can play at the end of any round when they want more time to work on that method. In that case, the other DreamUp Team also continues working on that method.

Final Round



For the final round (Round 9), all DreamUp Teams will focus on storytelling. No die will be rolled. Each DreamUp Team should draw a Tell method card and complete the activities on the card. These activities will prepare your DreamUp Team to share your creative work and your solution to the challenge with the other team.

4. CLOSE OF THE GAME:

To wrap the game, each DreamUp Team shares their solution via the Storytelling framework they completed in Round 9. The other DreamUp Team can ask questions and give feedback (I like, I wish, I wonder).

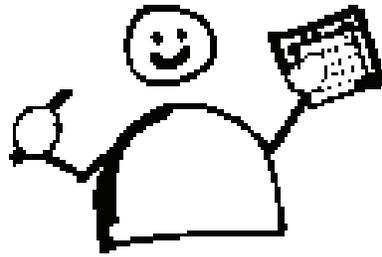
Awards Ceremony



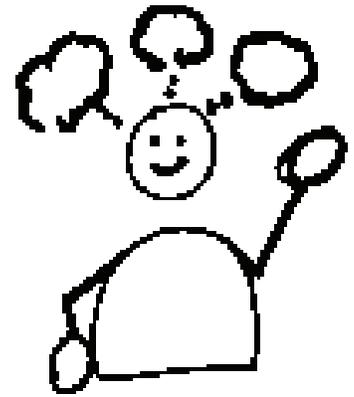
Once both teams have shared and received feedback, each DreamUp Team should confer and decide which awards to give to the other team. Complete the Awards Ceremony, give yourselves a round of applause and share your process on social media. Tag @DreamUpGame on Twitter and Instagram!



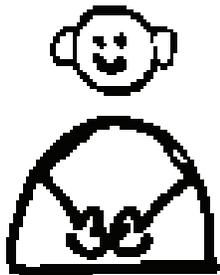
The Storyteller



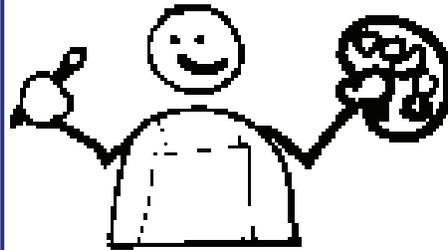
The Planner



The Dreamer



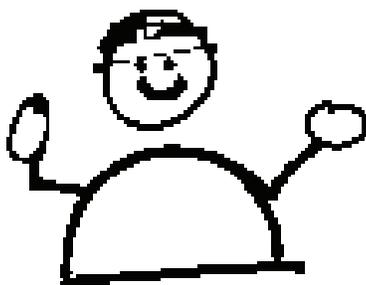
The Listener



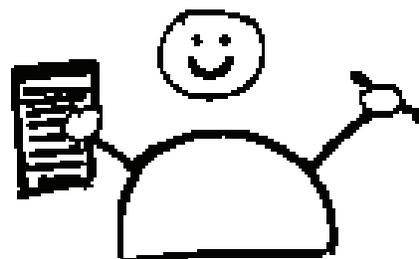
The Artist



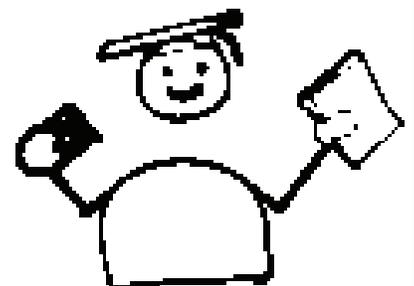
The Maker



The Rebel



The Writer



The Thinker

DESIGN CHALLENGE

Dream up a better way to deal with leftovers.

What are some ways you can imagine to help people enjoy the food in their fridge that's left over from previous meals?

DESIGN CHALLENGE

Dream up a better way to interact with out-of- town guests.

It can be fun to have visitors,
but it can be stressful, too.

What are some ways you can
imagine to help people enjoy
hosting visitors from out-of-town?
What are some problems in this
experience, and how might you
be able to improve it?

DESIGN CHALLENGE

Dream up a better way to help people recycle and/or compost.

Most people understand the importance of recycling or composting, but most people think they can be better at it.

What are some ways you can imagine to make the act of recycling or composting easier, more efficient, or more fun?

DESIGN CHALLENGE

Dream up a better way to enjoy Saturday mornings.

Many people enjoy sleeping in or having a special routine on Saturday morning. But there are also challenges that come with having your regular routine disrupted.

What are some ways you can imagine to help people enjoy the different routine that Saturday morning brings?

DESIGN CHALLENGE

Dream up a better way to do chores.

Cleaning, doing the dishes, taking out the trash... it all needs to get done, but we don't always love doing it!

What are some ways you can imagine to help people do chores in a more fun way?

DESIGN CHALLENGE

Dream up a better way to plan the day for families working from home.

Family and roommates can have competing needs and desires: quiet space to focus, sharing needs for devices and wi-fi, etc.

What are some ways you can imagine to help manage different needs and desires for everyone who is working and learning under one roof?

DESIGN CHALLENGE

Dream up a better way to help kids be self-directed at home.

Adults who work from home need to create opportunities for kids to invent their own entertainment and adventures.

What are some ways you can imagine to help adults foster independent play and learning for their kids at home?

DESIGN CHALLENGE

Dream up a better way to transition from work to home without a commute.

Working from home has its benefits, but also its drawbacks.

When you're working in your living room for 8 hours, is it still a "living" room?

What are some ways you can imagine to help people shift from "work" mode to "home" mode when those places are the same place?

DESIGN CHALLENGE

Dream up a better way to connect beyond Zoom.

Spending hours every day on videoconference calls can be draining, but many people have to do it.

What are some ways you can imagine to help people connect with friends and colleagues (when they can't be together physically) that improves the experience of video calls?

DESIGN CHALLENGE

Dream up a better way to manage stress.

Stress can come from many sources (work, school, family life...), and manifest itself in different ways (anxiety, trouble sleeping, worsening health...)

What are some ways you can imagine to help people notice when they're stressed out and reduce their stress?

SUPER POWERS & KRYPONITE

with great power comes great responsibility

**Imagine yourself as a
creative super hero.
Share your powers and
your weakness with
your team.**

These super powers might be things like laser focus, rapid building, public speaking, humor, etc.

Both teams will have 5 minutes to share as a team.

Tip: Share some context and how you think this might influence and impact your team.

TEAM NAME

"it ain't what they call you, it's what you answer to."
- W.C. Fields

Come up with an exciting and inspiring Team Name.

Need some help? The creative team at an internationally-known interactive art space in Santa Fe needed a name. Each of the members of the team put several single words on slips of paper in a hat. They drew two and that was their name: Meow Wolf. It's an amazing place – if you haven't been before definitely seek it out!

Both teams will have 3 minutes to work on a team name. And Each team will have 1 minute to share the name with the other team.

BONUS TIME

Use this Bonus Time card, at the end of any round, when you want more time to work on the current method. Set a timer for 5 minutes. The other DreamUp Team will also continue to work on the current method until the time is up.

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PIVOT

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If your team wants to pivot and have not yet completed an Empathize method or a Prototype method, consider trying one of these rounds.

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UNDERSTANDING PEOPLE

listening creates better ideas

Ask a person from the other team 3 open-ended questions related to your challenge, and take notes.

Both teams should spend the first 2 minutes thinking of 3 open-ended questions. Then each team will have 4 minutes to ask their questions and keep notes.

Tip: For example, ask "Can you describe your experience flossing your teeth?" or "Tell me about the last time you flossed." Be sure to seek pain points or opportunities to improve your user's experience.

MOVIE METAPHORS

use a movie to describe your thoughts

Ask a person from the other team to pick a movie that represents how they feel about your challenge topic. Ask them why they chose this movie.

Each team will have 4 minutes to share their movie choice and elaborate on why.

Tip: Ask a few open-ended follow-up questions to gain more empathy about why they chose this movie, "How does this movie make you feel?"

BUG LIST

finding inspiration in life's annoyances

Each team will create a list of 10 things that bug them about the topic and share with the other team.

Consider things that are annoying, time-consuming, expensive, loud, too slow, too fast, smelly, etc.

Both teams should spend the first 3 minutes working on the bug list. Then each team will have 4 minutes to share their list and elaborate on why these things bug them.

Tip: Ask open-ended questions related to the bug list to learn why it matters to the other team.

EPIC JOURNEY

life is full of ups and downs

Each team will reimagine their experience with the challenge topic as an Epic Journey.

Remember that every epic journey has a hero, a villain, and a challenge to overcome.

Both teams should spend the first 3 minutes create an epic journey. Then each team will have 5 minutes to share their story and answer questions from the other team.

Tip: Determine specific moments or "chapters" in the journey that you might dream up a new idea for later.

NEEDS A WAY TO...

reframe problems into needs

Fill in the blanks to
reframe your project.

___[Your user]___ **needs a way**
to ___ [partner's need] ___ **so**
that ___[frame an opportunity, not a

solution]___.

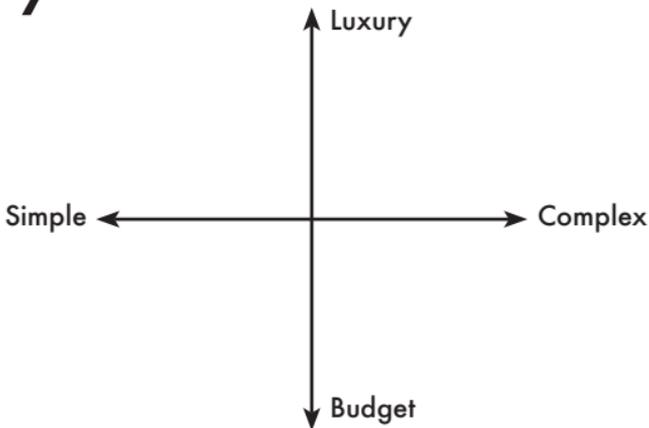
Both teams should spend 4 minutes working on reframing the project based on what they've learned about this challenge from the other team. It's okay to make a guess about the opportunity.

Example: Sally needs a way to be reminded to floss her teeth so that she can manage her dental hygiene conveniently and not feel guilty when she goes to the dentist.

2x2 MATRIX

"the answer is out there, Neo. it's looking for you, and it will find you if you want it to."

Plot your ideas to define what kind of solution you want to make.



Consider the quadrants of the matrix and mark an X where your team thinks your solution should fall. Do you want it to be low-cost and easy or high-cost and complicated? You decide!

Both teams will have 5 minutes to decide the X for their solution.

VISION STATEMENT

guiding your team towards great ideas

**Write a vision statement
for your project
that is inspiring and
descriptive.**

A vision statement is not a solution, but rather guidelines to help your team make specific decisions.

As a team, come up with a sentence starter that your Vision Statement will begin with (e.g. *Flossing will always be...* or *We believe that flossing should include...*). Next, generate at least few inspirations that are relevant to your project.

Both teams will have 5 minutes to develop their vision statements.

Example: Flossing will always be... convenient, joyful, painless, satisfying, clean, entertaining, etc.

WHAT'S REALLY THE PROBLEM?

ask why to dig deeper

Discuss the root cause of the problem you need to solve.

As a Design Team, ask yourselves: "But what's really the problem?" Ask that question at least three times, responding to each answer with a new idea.

Both teams will have 5 minutes to dig deeper and consider the root cause of the problem.

Example: The problem with flossing is convenience. But, what's really the problem? Flossing is boring.

SKETCH IT

sketch it, sketch it good

Draw a solution to the Design Challenge for your user.

Fill the paper, and don't worry about how good it looks. Once you've finished the drawing, then add a few words and labels to clarify what you drew (What color is it? How big is it?) and give it a name.

Both teams will have 5 minutes to sketch many ideas.

Example: The Amazing Wonder Flosser sold in a variety of colors!

YES, AND!

unleash the power of positivity

Say, “Yes, and...” to every idea that your teammates share.

Start with an idea that is a solution to the Design Challenge. Then, a team member will start by saying, “Yes, and... [insert an idea to build upon the previous idea].” Go for 3-5 rounds of “Yes, and...” and write down the ideas.

Both teams will have 5 minutes to “Yes, and...” ideas as a team.

Example: Flavored floss. Yes, and candy-coated floss! Yes, and neon green floss! Yes, and slimy floss!

50 IDEAS

"the best way to have a good idea is to have a lot of ideas."
- Linus Pauling

Write down at least 50 solutions to your problem.

Generate at least 50 ideas for how to address the Design Challenge. Have each person say their idea aloud, write it down. Don't judge or comment on the ideas, just write them down.

Both teams will have 5 minutes to generate a list of 50 ideas.

Tip: Be sure to hold back on thinking about why an idea might not work.

MASH UP

two things are better than one... or at least weirder.

Combine your project challenge with one of the prompts below to inspire a new solution.

- Climbing Mount Everest
- An IKEA store
- The Superbowl
- An emergency room
- A cruise ship
- The farmer's market
- A train station
- A coach training pro-athletes
- An archaeologist on excavation
- A curator at a museum

Both teams will have 5 minutes to mash up ideas.

Example: Mashup Flossing and climbing Mount Everest for a new idea...Everyone in my house flosses together using the same giant piece of floss.

MAKE IT

build your way to better ideas

Make a 3D version of your idea.

Start by collecting simple and easy-to-manipulate materials. For example, toilet paper tubes, paper bags, construction paper, leftover boxes, pipe cleaners, tin foil, balloons, etc. Now, make a 3D version of an idea for a solution that you could share with another person.

Both teams will have 8 minutes to build an idea in 3D. You might need a few extra minutes to go grab supplies for prototyping before you start.

Tip: This prototype is meant to be low-resolution (it doesn't have to be beautiful or polished), and low-investment (simple materials and made quickly).

TOUR GUIDE

and, on your left, you will notice this brilliant idea

Act like a tour guide and demonstrate your solution to the other team.

First, quickly come up with a new solution. Next, show the other team the original challenge, demonstrate how the new solution works, and leave time for questions along the way. Have fun, and even become a character if that helps you to imagine new idea.

Both teams will have 4 minutes to create a demonstration of your solution. Each team will have 5 minutes to give a tour of your idea your idea and collect feedback from the other team.

Example: Become an aristocratic British Tour Guide, Dame Willamina of Flossington, and guide your guests through the Castle of Flossing Royalty.

COMIC STRIP

just like in the Sunday morning paper

Draw a comic strip that tells the story of your solution and how it works.

All stories have a hero, a challenge and a resolution. Quickly come up with a solution and use this framework to create a prototype that explains your solution and how you hope it solves your user's problem.

Both teams will have 5 minutes to draw a comic strip.

Tip: For your design work, you have a user (your hero), a problem you are trying to solve (your challenge) and a solution to that problem (the resolution).

IMPROV IT

fake it till you make it

Act out an improvisational skit about your challenge and solution.

Decide as a team who your user is, what the problem you are trying to solve is and a solution to that problem. Determine roles for your improv skit. Identify a narrator who sets the scene.

Both teams will have 4 minutes to develop and improv sketch. Each team will have 5 minutes to perform their sketch and collect feedback from the other team.

Tip: In Improv comedy, actor respond to every line with, "Yes and..." Remember to accept all offers/actions/prompt from your fellow actors.

WHAT'S THE MARKET FOR THIS?

“money, that's what I want!”

Try to sell your solution to the other team, and see what they might pay.

First, quickly generate a solution. You want to share the nuts and bolts of the idea (how it works, what it looks like, what problem is it solving) and how much the other team might pay for this solution in order to get an honest reaction. Ultimately, you are looking for useful feedback about your solution to help you further develop the idea.

Both teams will have 3 minutes to create a plan to sell your idea. Each team will have 4 minutes to sell your idea and gather feedback from the other team.

Example: This Wonderflosser will floss for you while you sleep. It costs three easy payments of \$99.99. What do you think?

EXPLAIN IT TO A TODDLER

just put one foot in front of the other...

Share your idea and imagine that the audience is a toddler.

First, quickly generate a solution. Next, prepare your pitch. Don't make any assumptions about what a toddler knows, and use more direct and plain language to help them understand. Your goal is to gain useful feedback about your solution to help you further develop the idea.

Both teams will have 3 minutes to create an idea and outline to explain it to a toddler. Each team will have 3 minutes to share and collect feedback from the other team.

Tip: Toddlers are very intelligent, but they are still learning about the world, so you don't have to dumb it down, just reframe your communication strategy.

TEST

 3m   6m

EXPLAIN IT TO YOUR MOST OPINIONATED FRIEND

“listen, Jerry, I’ve been thinking...”

Share your idea and imagine that the audience is your most skeptical and opinionated friend.

First, quickly create a solution. Remember, this friend is likely to find lots of faults in the idea, and this is exactly what you are after: it’s better to learn what all the shortcomings are now, while you still have time to fix them.

Both teams will have 3 minutes to create an idea and outline to explain it. Each team will have 3 minutes to share and collect feedback from the other team.

Tip: After sharing your idea, ask for feedback including: “What is not working?”, “What are the weaknesses of this solution?”, “How can the weaknesses be addressed?”

BUILD A NEW ONE TOGETHER

eight hands are better than two...

Let everyone have a hand in the process: build a new version a solution with the other team.

Sometimes, you can be so immersed in what you're making that you don't see opportunities to improve it, and a new point of view can help unlock a new idea.

Each team will have 6 minutes to build a new solution with the support of the other team.

Tip: Help the other team get up to speed about your current idea and then dive into to making a new version. If you are struggling to get traction, ask: "How might we improve this idea?"

INFOMERCIAL

as seen on tv...

Imagine your solution as an infomercial and enthusiastically sell it to late night audience.

This should be a fun and animated activity. One person is the “host” who will share the initial challenge (in a funny dramatic way), and then demonstrates your solution. Don't just tell us how it solves the user's problem...show us!

Both teams will have 3 minutes to create an infomercials. Each team will have 3 minutes to share and collect feedback from the other team.

Tip: You could make a cardboard cutout of the TV so it looks like you are on television!

FAIRY TALE

"once upon a time is now."

- Emilie Autumn

Create a fairy tale that shares the "happily ever after" from your solution.

Every good fairy tale has the hero facing that challenge and overcoming it to get a new reality (your solution). Use the fairytale format to pitch your solution to the other team. "Once upon a time..."

Both teams will have 3 minutes to create a fairy tale. Each team will have 3 minutes to share and collect feedback from the other team.

Tip: Once you have written your fairy tale, you are ready for a dramatic reading to the other team. Have fun with this - if you have actors of your team, have them act out the fairy tale with props as you are reading it.

TWEET IT

a big idea in 280 characters

As a team, craft a 280 character message that explains your solution and why it is beneficial.

Clearly there is an advantage to being succinct in your communication, and Twitter nailed it!

Both teams will have 3 minutes to create a tweet. Each team will have 3 minutes to share the tweet and collect feedback from the other team.

Tip: Think of hashtags to include (relevant audiences or relatable phrases) that would speak to your target audience.

TV SHOW PITCH

you have a deal!

Pretend to be on the TV show, and convince your audience that your idea is so amazing that it is worth investing in.

Craft a 1- to 2-minute pitch about your solution idea, and deliver it to the other team as if they were a panel of potential investors. In your pitch, include:

- Who you are designing for (describe your “user”)
- What need does your solution address?
- How does it address that need?
- How will your user’s life be impacted for the better if your solution exists?

Both teams will have 3 minutes to create a pitch. Each team will have 4 minutes to share and collect feedback from the other team.

Tip: Remember to make your final ask really clear. “So, sharks, help us...”

OPTIMISM

“choose to be optimistic, it feels better.”

- Dalai Lama

Write down one worry and/or fear your team has related to your Design Challenge. Now reframe all of those as optimistic opportunities.

Both teams will have 5 minutes to work on an optimistic reframe.

Example: If you think that your new flossing machine will be too expensive to manufacture, flip that thinking into a belief that the market demand will be so great that consumers will have no problem paying a higher price.

BEGINNER'S MIND

it's like riding a bike but the opposite

Write down all your thoughts about your project. Then return to your Design Challenge with a fresh perspective.

Both teams will have 5 minutes to practice a beginner mindset.

Tip: Interrogate everything, challenge your assumptions, and try to build a new understanding of the challenge and your user.

COLLABORATION

"talent wins games but teamwork wins championships."

- Michael Jordan

Develop a secret handshake as a team. It has to have at least 10 steps.

Everyone should contribute to the secret handshake. Once you've developed it, and everyone has learned all 10 steps in the handshake, then practice it with your teammates.

Both teams will have 3 minutes to develop a secret handshake.

Debrief:

What did you learn about collaboration in this exercise?

NAVIGATING AMBIGUITY

not all who wander are lost

Share a story with your teammates about a time when you had to make a difficult decision that had both pros *and* cons.

Both teams will have 4 minutes to share with your teammates.

Debrief:

Why was this decision difficult? What did you learn from this story?

DESIGN AWARDS

MOST DELIGHTFUL

This award is for the solution that has brought joy, laughter, and a little extra fun to the Design Challenge. Does the product spark you to smile?



DESIGN AWARDS

MOST LIKELY TO SUCCEED

This award is for a solution that you can't believe doesn't exist already. If this were to be Kickstarted it would exceed its goal by a 1000%. If it were to make it to the shelves of Target, they wouldn't be able to keep it in stock.



DESIGN AWARDS

MOST IMPACTFUL

This award is for the solution that has the greatest potential impact if it were to be implemented. This solution would improve the experience of the user in a meaningful way.



DESIGN AWARDS

GOTTA DO IT!!!

This award is for the solution that is so brilliant it has to get made. The team who created this idea struck gold and they owe it to the world to make this idea a reality.



DESIGN AWARDS

BEST TEAM COLLABORATION

This award is for the team that embodied the spirit of collaboration. They worked together, regularly checked in with their teammates, and would strive to design together. There was no “I” in this team.



DESIGN AWARDS

GREAT TEAM VIBE

This award is for the team that you wish you were on because they seemed to be having so much fun while getting so much done.



DESIGN AWARDS

MOST CREATIVE RISK-TAKING

This award is for the team that chose to take a risk with their ideas or their solution, and embodied the spirit of creativity.

Sometimes a bold risk can pay-off. Sometime it doesn't. Either way, this award is for the attempt, not the outcomes.

