Workshop
Concept Development

Lecturer: Alexander Wiethoff
Tutorials and Organization: Hanna Schneider
External Lecturer: Kalle Kormann-Philipson (INNUID)
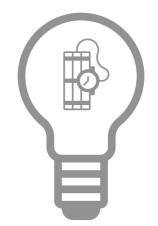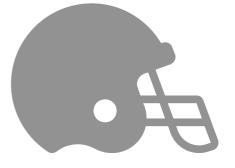Industry Partner: IXDS Munich

Brainstorming Rules

Avoid too early judgment
There are no bad ideas at this point. There is plenty of time to judge later.

Bring in also crazy ideas.

It's the wild ideas that often provide the breakthroughs. It is always easy to bring ideas down to earth later!

Place ideas of on top of each other.
Think 'and' rather than 'but'.

Keep the focus on the topic.
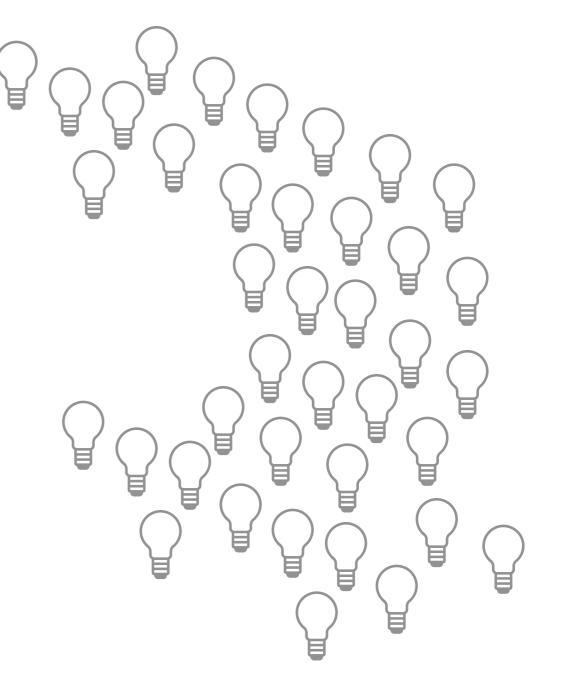You get better output if everyone is disciplined.

One conversation at a time.
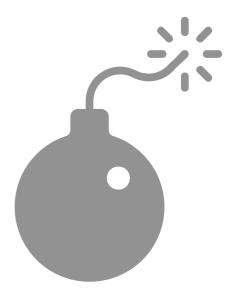That way all ideas can be heard and built upon.

Get visual.

Try to engage the left and the right side of the brain.

Foster quantity.

Set an outrageous goal
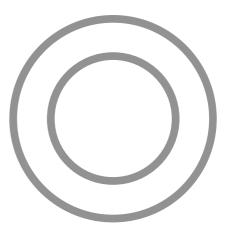and surpass it!

Vote for the BEST ideas !

Through a simple vote, the team can get a sense of which ideas generate the most energy and excitement.
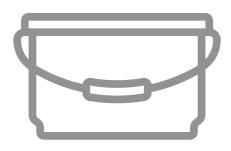
You might be concerned if they're the 'right' ideas, but don't worry – this is why prototyping is so important.

This is just your starting point. After you try out some of your ideas, with some expected success and failure, you can always come back to the pool of brainstorm ideas and try out a new concept.

Use sticky dots to vote directly on post-its.

Group similar ideas
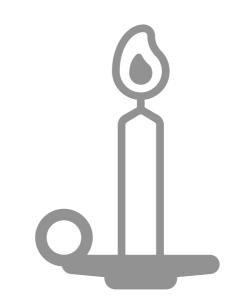into buckets first.

Before voting, identify some criteria to judge success. For example, blue dot votes could be for the concepts that will have the greatest impact for teen phone users; red dot votes for the concepts that will have the greatest impact on adult personal users.

Try to vote in silence so that people can think and are not swayed by each other. If an idea needs clarification, make sure everyone hears the explanation.

After the vote is in, choose the top winners but be realistic about the number of concepts you can pursue!

Opportunity Mind Map

Opportunity Mind Map

What?

Organizing aspects of the project and mapping areas of opportunities for innovation.
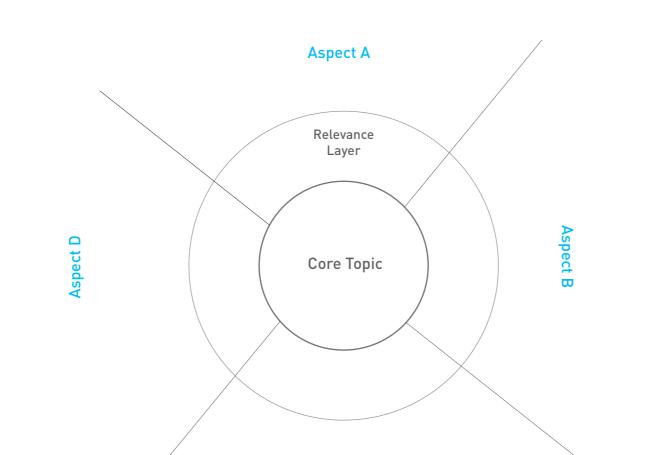
Opportunity Mind Map

Why?

The map becomes a tool for teams to have early conversations about where it is more interesting for potential solutions to be developed.

Opportunity Mind Map

Guidelines
Step 1 Define the core topic and related aspects.
Step 2 Map the core topic and related aspects.
Step 3 Explore opportunities around the core topic.
Step 4 Refine the map according to attributes.
Step 5 Analyze the map and recognize areas for further exploration.

Opportunity Mind Map

Concept Development
Opportunity Mind Map

Organizing aspects of the project and mapping areas of opportunities for innovation.

Aspect A

Relevance
Layer

Aspect D

Core Topic

Aspect B

BREAKOUT SESSION 3
13:30 - 14:30
gather back at **14:30**