

## IDEATION SESSION

What you will need:

- 3 different coloured post-its
  - Felt tip pens
  - Blank A4/A3 sheets of paper
  - 3 large empty tables
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- On individual post-its, write down as many different ideas that come to mind when you hear this word:  
technology (2 mins)
  - Bring all your post-its to the first table
  - Put them on table, if you see a repeated term, get rid of one of them
  - Group them into “islands”
  - Name them creatively based on what the group is about – can be topographical terms like “\_\_\_\_\_ Mountain; “\_\_\_\_\_ City”, or you could use some other idea like song lyrics or movie titles.
  - Go back to your seats, think of the island titles and have another 1 minute to come up with more technology. Don’t forget things like “the wheel” or “book” as well as more recent technologies.
  - On individual post-its, write down as many different ideas that come to mind when you hear this word:  
user (2 mins)
  - As a group around your table, pick your favourite three.
  - One person from each group move clockwise to the next table.
  - Take another 1 minute to think of more users, and as a group pick your top three.
  - Bring all your users to the second large table and place there – get rid of any repeats
  - On individual post-its, write down as many different ideas that come to mind when you hear this word:  
challenge (2 mins)
  - As a group around your table, pick your favourite three.
  - One person from each group move clockwise to the next table.
  - Take another 1 minute to think of more challenges, and as a group pick your top three.
  - Place all challenge post-its on the third table.

- The same people who moved last time should rotate clockwise to the next table.
- Someone from the group should go to the 3 tables and pick one of each type of post-it: technology, user, challenge.
- 2 minutes to come up with a sketch and title for a product or service addressing the challenge for the user you have, using the technology you have.
- Present your sketch and product to the rest of the groups
- Round 2: someone from the group should go to the 3 tables and pick one of each type of post-it: technology, user, challenge.
- 2 minutes to come up with a sketch and title for a product or service addressing the challenge for the user you have, using the technology you have.
- Now go pick a new user and a new technology, and in 2 more minutes, add them into the existing sketch, or create a new sketch for all 5.