

# IDEATE

A myriad of ideas

# TO FRESH UP OUR MEMORY

---

- What do you remember about the ideation phase?
  - Previous and next step of this phase?
  - Going small or broad?
  - Success factors?
  - Other remarks?

# TO WARM UP OUR BRAIN & BODY

---

- How does it taste/sound/feel?
  - Select a photo
  - Broaden the visual stimulus to other senses
- Communicate emotions by talking through a straw
- Bird conversation: what shall we eat tonight?
- Follow the atmosphere of the music (Lion King, Beauty & the Beast)
- Situation annoyed madam movie theater

# BACK TO OUR SITUATIONS

---

- Try to stay in the freewheeling state!
- Each one chooses a perspective
- Act (so show the behavior) as the person you empathize with!
  - You can move, play situations, express yourself by making drawings, sounds, ...
- At the end: summarize: **throw** key words, signs, symbols, sounds, feelings on the paper. Draw connections!

# SOME EXTRA TIPS

---

- Focus on opportunities - positive aspects
- Empathize with EACH target group (not only in the aspect of school life)
- Get inspiration by using photo's, sounds, atmospheres by music, movies, statements, stories, fairy tales, ...
- Leave reality for a while, dare to dream!

# SOME GUIDELINES

---

## Think about:

- strengths of each country (of participants in your group)
- attractiveness to use (eye catcher, stimulating curiosity)
- essential elements to reach the goal
- message the product should send
- adapting elements for specific users
- characteristics, lay out
- transport physical product
- location where the product can be used
- discretion or catching the attention of the environment
- ...