

SELECTING IDEAS

A myriad of ideas

TO FRESH UP OUR MEMORY

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

TO WARM UP OUR BRAIN & BODY

- Jungle
 - Choose an animal
 - Link it to a role in society (*think about school - work - hobby life - street - dif ages - bus - p.e. I am a pupil enjoying to play basketball with my mates on a basket square // young zebra without worries*)
 - The Lion King Just can't wait to be king HD
<https://www.youtube.com/watch?v=ywjX6AF6oVc>
- Aim: recall emphasizing mode to order and rank ideas

BACK TO OUR SITUATIONS

- Critical friend method
 - Open questions : W-question
 - Non suggestive questions
 - Save why-questions
- How? speed dating (3 minutes each):
 - Person 1: mission statement + one idea
 - Person 2: asking questions
 - Take some notes to remember the input

BACK TO OUR SITUATIONS

- Back in groups: share input & formulate relevant criteria to select ideas according to your situation
- From impossibilities to possibilities
 - Not why is it impossible but how is it possible?
 - Search for conditions
 - Link always with the user (again: empathize!)

AGAIN

- Focus on opportunities - positive aspects
- Empathize with EACH target group (not only in the aspect of school life)

AGAIN

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
- ...