

IDENTIFY YOUR TEAM

Find people that have skills evenly distributed over the spectrum needed.



I UNDERSTAND THE  
BUSINESS GOAL.



I CAN  
EXECUTE.



I UNDERSTAND  
THE USER.

YOUR GOAL IS TO...

.....  
GENERATE new ideas

.....  
CONVEY complex interactions

.....  
DOCUMENT design intent

.....  
LEARN how users react to your ideas

WHAT DO YOU HOPE TO LEARN FROM THE OUTCOME?

List a few things you want to have learned at the end of the cycle.



CONCEPTS

# DECIDING WHAT TO PROTOTYPE

## YOUR PROBLEM STATEMENT

There is an opportunity to provide [who] with [what advantage].

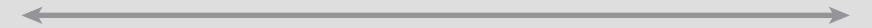
## WHAT MAKES IT VALUABLE?

Briefly describe why it's important and what need you would be filling.

## HOW FOCUSED IS YOUR PROBLEM STATEMENT?

Map out how focused your problem statement is.

YOUR HAPPY SPOT



### BREADTH

Example: There is an opportunity to provide the elderly with the advantage of predicting their health.



### DEPTH

Example: There is an opportunity to provide diabetics with at-home diagnostics.

## REITERATE

If it is too focused, reiterate to broaden the scope of your prototype.



SOLUTIONS

# EXPLORING TECHNOLOGIES

## YOUR TECHNOLOGY

List all your technological components.

## HYPOTHESIS STATEMENT

Use the statement resulting from your lateral thinking exercise.

## CATEGORY

Categorize all your statements according to the following...

.....  
SIMILARITY

.....  
THEMES

.....  
TECHNOLOGY

## PROOF OF CONCEPTS

Turn the best of your ideas in each category into artifacts.