

figure
THINKING



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FIGURE 8 THINKING BRAINSTORMING PROMPTS

Figure 8 Thinking Brainstorming Prompts can help to create breakthroughs for a product, service or experience. To stretch your idea, apply a few of the prompts to get you unstuck and thinking in new ways about your concept, project, interaction, or product. Your responses can be silly, inspired, or pragmatic, as long as they help you generate new ideas.

GAMIFY

Insert elements of a game: contest, contestants, teams, points, winners & losers, time limits...

SUPERHERO

Try on superhero attributes such as: strength, speed, seeing into the future, invisibility, going back in time...

OPTIMIZE

Leverage existing structures & systems: campaigns, organizations, networks...

TECHNOLOGY

Apply new and emerging technologies: robotics, AR, VR, AI, cryptocurrency, digital, cloud, smart objects, wearable tech, embedded tech...

NATURE

Apply biomimicry: patterns & behaviors from the ocean, insects, viruses, plants, forests, birds, rocks, storms...

MICRO-SIZE IT

Change the speed, scale, or scope: really fast, super microscopic, short term, digitize it...

MACRO-SIZE IT

Change the speed, scale, scope: 1000x, super long, really slow it down...

PAST

Consider old systems, approaches & tech from 25+ years ago: walkie-talkies, snail mail, in person, high touch...