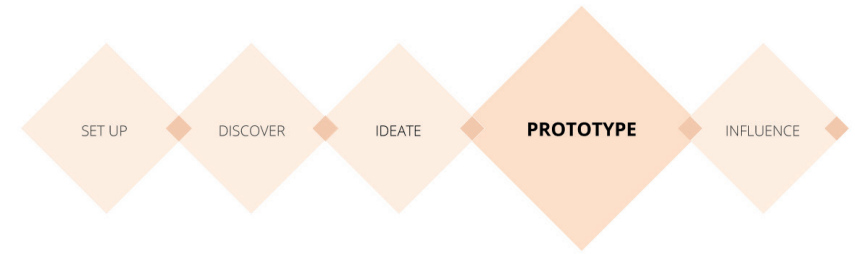


Idea Development Template

Getting ready to prototype your idea



Why is this tool useful?

We want to develop our ideas in more detail to help us to bring them to life.

But we also want to preserve their most fragile core - this is the part of the idea that's interesting, curious, different and compelling.

This tool helps you balance both of these needs and ready's your idea for prototyping.

When to use it

Once you've converged on an idea to help you move into prototyping

Time
60 mins

Idea Development Template:

A template for growing and developing seed ideas

Problem Statement:

How Might We...?:

Solution Title:

Communicate your idea as a simple, bold, and compelling title:

Solution Description:

Try the formula “it’s a _____ that_____resulting in_____”

Tip

Think about what’s unexpected, interesting and different about your solution. This is the time to highlight that!

Idea Development Template:

A template for growing and developing seed ideas

User characteristics:

Try the formula “aimed at_____ who are _____ and who want/need_____”

Features:

Describe in detail the concrete features of the idea, what will end-users and stakeholders see, touch, hear, feel. What are the user touchpoints of your idea? Who is involved in the delivery of the solution?

Storyboard:

Do a rough sketch of an end-user’s ideal journey through engagement with your solution:

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