

Explore Analogous Inspiration

Use this activity solo or with your team to draw insight from analogous contexts and provoke new areas of thinking.

STEP ONE:

Choose a piece of the service, experience, or problem you want to focus on.

START



STEP TWO:

Identify one emotion you want to evoke in your audience of focus.

STEP FOUR:

Explore how that analogous service, experience, or solution evokes that emotion. Get specific.

STEP THREE:

Brainstorm other services, experiences, or solutions that evoke that emotion.

Choose one to move forward with.

STEP FIVE:

Fill in this madlib statement.

How might we make

(our service, experience, or problem)

more like

(analogous service, experience, or solution)



STEP SIX:

Use this madlib as the framing for a second brainstorm to generate new ideas for your context.

FINISH

