

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

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

STEP THREE:
Brainstorm other services, experiences, or solutions that evoke that emotion.

Choose one to move forward with.

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

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

