

# Ideation Method: Mash-up

*This method is about bringing odd or unexpected things together to spark fresh ideas.*

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## STEPS FOR A MASH-UP

- 1 FRAME** Articulate a challenge in the form of a “How Might We” statement. Let’s tackle the question: “How might we create a more human-centered care experience for the families and friends of patients in a hospital?”
- 2 NARROW** Pick two broad, unrelated categories within which to brainstorm products, services or experiences. The categories should be unrelated to each other, but at least one should tie in to your “How Might We” statement. We’ve defined the two categories for you in this example.
- 3 GENERATE** One category at a time, come up with as many elements of these experiences as possible. It generally helps to give yourself a time limit (say, two minutes). You can do this with a partner and tackle one category each.
- 4 MASH-UP** Combine items from the two different lists to develop new ideas. Try putting together items that seem the most different, and see if you can communicate the value of your inventions in ways that are relevant to your challenge, adapting the original idea as necessary.

## REMEMBER

This is only part of the ideation process, which is part of the broader creative process. New ideas are great, but it is critical to invest the necessary time to understand the needs of your users and frame a challenge before ideating.

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## CATEGORY 1

E.G., ELEMENTS OF THE HOSPITAL EXPERIENCE

1. Sitting in the hospital room
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

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## CATEGORY 2

E.G., THINGS YOU WOULD FIND IN A HOTEL

- A. Minibar
- B.
- C.
- D.
- E.
- F.
- G.
- H.
- I.
- J.
- K.
- L.
- M.
- N.
- O.

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## MASH-UPS WITH DEFINITIONS

1A. Hospital Room Minibar — a fridge filled with healthy food and drinks in each hospital room

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# Capture Sheet: Mash-up

*You can use this page to document and visualize ideas you came up with in the mash-up exercise.*

NAME:

CHALLENGE QUESTION:

NUMBER OF PEOPLE INVOLVED:

NUMBER OF IDEAS GENERATED:

WILDEST IDEAS:

CAPTURE A SKETCH, PLUS A TITLE OR TAGLINE, FOR THE THREE TO FIVE IDEAS.

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