Generate

Needs / desires expressed by the users

Concepts
Expressed and developed through words and tinkered objects. Tinkered concepts could hint at ideas.

Getting information to remote hikers

Add ideas based on concepts and add concepts based on ideas

Design Values
What do our users expect in a product in order for it to be appealing?

Safety
Everyone
Social
Convenient
Basis
Cost
We'd use it
Flexible
Adaptable
Ethical
Consistent

Initial Idea List
Ideas the concepts suggest, or ideas suggested by users. Ideas were required to meet design values.

Sketch models of some objects...

Tinkering some ideas leads to the concepts behind them...

Child tacker, like a little teetertoe so you know where your kids are

Focus on design values made idea list too tame, dull perhaps. Time for completely free brainstorming based on our top concepts!

foot comfort

information to hikers

more flexible packs

absurd idea
idea we want
dull idea
closer to hike with kids

Narrow down list of concepts, ideas