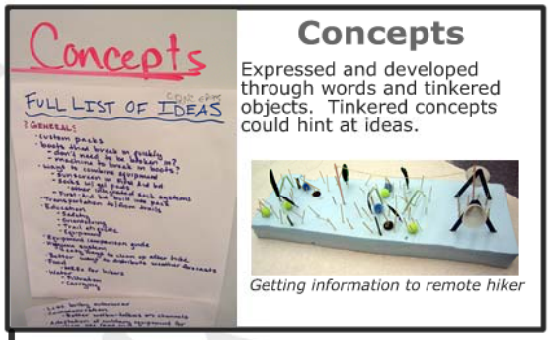
Generate

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 hiker

Narrow down list of concepts, ideas

...but idea and concept selection were rather independent of each other. Not the best move, caused in part by reversal of "concept" and "idea" vocabulary. New direction?

Add ideas based on concepts and add concepts based on ideas

Design Values

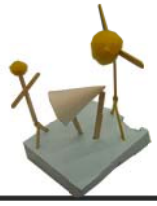
What do our users expect in a product in order for it to be appealing?

Initial Idea List

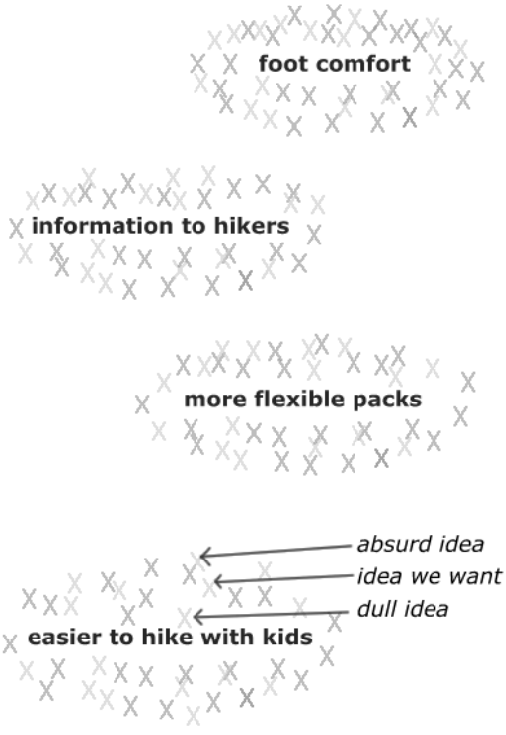
Ideas the concepts suggest, or ideas suggested by users. Ideas were required to meet design values.

Sketch models of some objects..

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



Child tracker, like a little telescope so you know where your kids are

Ideo-style Ideation Excercise

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