

Generating ideas

Who is your audience?
For whom do you design?

Describe the needs, challenges by posing a question: How may we...
and define it by words like: by doing or using sth

How may we...

Źródło: Eberle, Bob (1996). *Scamper: Games for Imagination Development*. Prufrock Press, Inc.

IDEA	
S – substitute	
C – combine	
A – adapt	
M – modify	
P – put to another use	
E – eliminate	
R – reverse	

Image

Passions, interests, skills:

Character:

Values and beliefs:

Name:

Age:

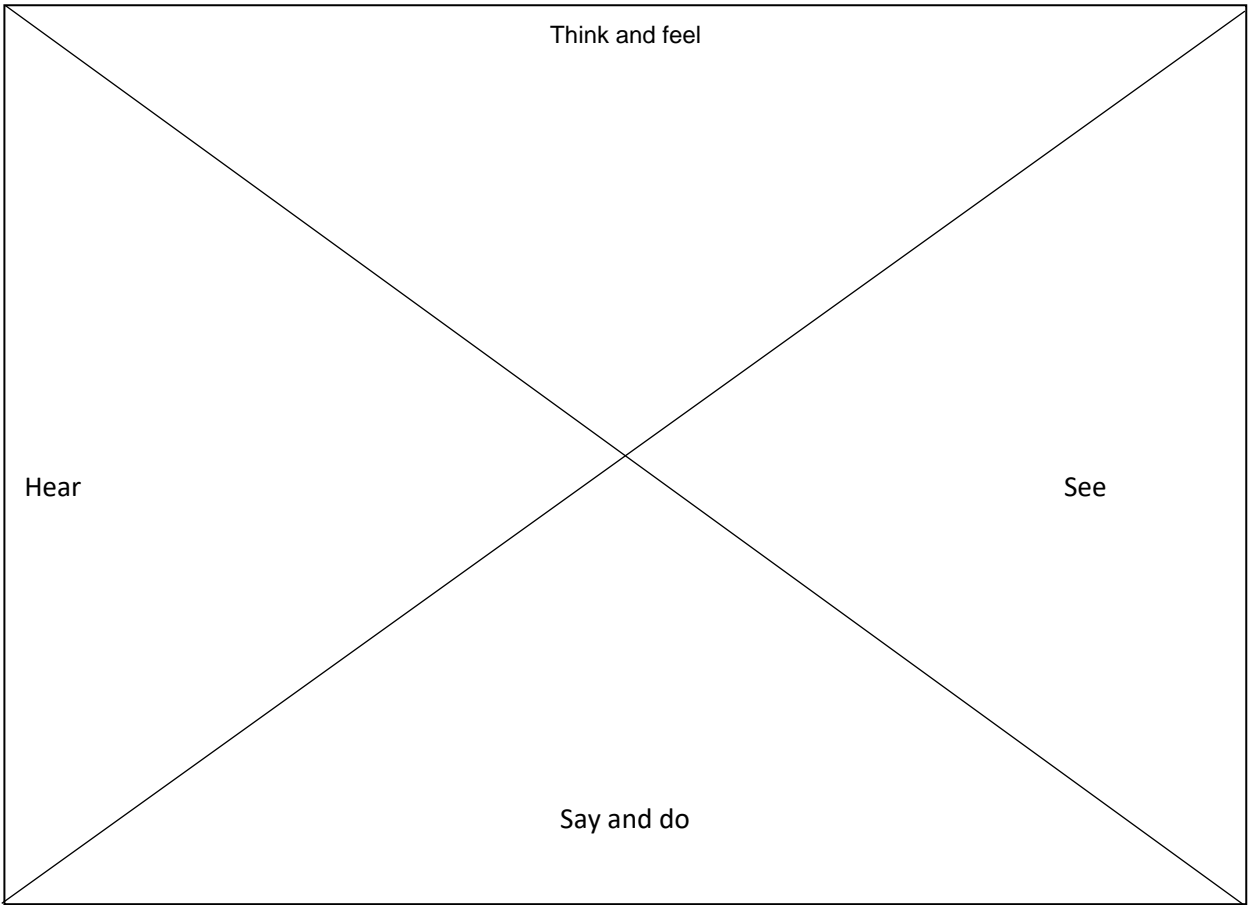
Place of residence:

Education, job:

Family:

Needs:

Problems:



Element of the project compass

How this idea corresponds with it?

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Element of the project compass

How this idea corresponds with it?

źródło: Kaim A. (20190 , Design Thinking w kulturze. Myślenie projektowe

Name of your idea

For whom?

6 key points (What is this idea about?)

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What may be the problem?

How can we prevent it?

What and whom do we need?

