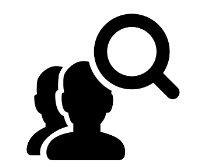
**How might we …………?**

**Design Thinking**

**Adapted from BABSON - Heidi Neck & Candy Brush**

**NEED-FINDER**



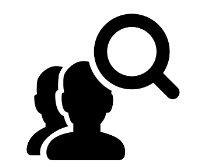
*What’s going on? What have you observed? What is the experience of others? What have you learned through your courses to date?*

STORY NOTES\*

Ask questions, listen, probe for deeper insights about behavior

2

**NEED-FINDER**



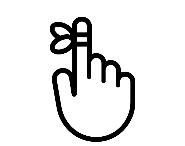
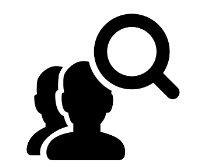
*What do people need? What do people want?*

NEEDS (NOT SOLUTIONS!)\*\*

\*\*Needs are verbs. Solutions are nouns. Do NOT record solutions.

3

**NEED-FINDER**



*What’s going on? What is the experience of others?*

AS A GROUP IDENTIFY THE TOP 3 NEEDS

1.

2.

3.

Needs are verbs.

Solutions are nouns..

**CREATOR**

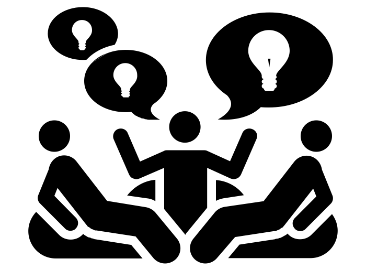
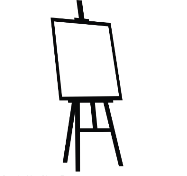
*What’s possible to meet the needs?*

GROUP BRAINSTORM

NEED 1:

NEED 2:

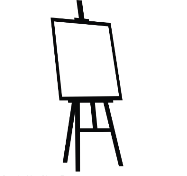
NEED 3:



POSSIBLE SOLUTIONS POSSIBLE SOLUTIONS POSSIBLE SOLUTIONS

5

**CREATOR**



*What’s possible to meet the needs?*

SKETCH THE BEST IDEA SO FAR

6

INAME

**ENTREPRENEUR**

***How can we get it done?***

*Just create something*

**TAGLINE CONCEPT**

*What's the snappy, one-sentence description? What is it and why is it good? Be clear.Be brief*

**NEEDS BEING MET**

*Don't list more than three core needs. Think verbs.*

**COMPELLING VISUAL**

*What does it look like? Show the idea in action?*

**UNIQUENESS**

*How does it go beyond what is currently being done?*

**RESOURCES AT HAND VALUE GENERATED HAPPY METER** ©

*What do you have that you can use to take immediate,early action? Economic, social, reputational, community,extrinsic,or intrinsic...*

*(people, financial,informational, technological)* **1** 2 low

3 4

**TEAM**

*Why you? How does the team "fit" with the idea?* 5 6

7 8

9 10 high

***circle one***

IDEA BOARD 10 2017, Heidi M.Neck