Elaborate & Prioritize Functions

List all important functions of the experience

Sort the functions on a spectrum of most likely to accomplish game-changer

most likely

least likely
Describe Your Concept

From your brainstorm, select one idea most likely to accomplish your game changer.

- Product/service name
- Target user
- Intended impact (game-changer)
- One key function
Put Your Concept in Context

Consider the life of the person you’re designing for. Brainstorm a few places to go today to perform the key function for someone in need.

Location #1

What would you do here to bring your function to life?

Location #2

What would you do here to bring your function to life?

Location #3

What would you do here to bring your function to life?