Big Idea Vignettes
Ground Rules

• **Write before you talk.**
  Write or sketch lots of your ideas on sticky notes *before* talking about them. During discussions, capture the main points on sticky notes and post to the wall.

• **There are no bad ideas.**
  Start big—diverge to get everyone’s ideas out there. Remix to discuss, cluster, and seek patterns. Then converge to determine the strongest ideas.

• **Stay focused on your users.**
  Tell stories about users to keep them at the center of your attention.

• **Everyone participates.**
  Everyone has a Sharpie, everyone has a pad of sticky notes.

• **Stay engaged.**
  Avoid side conversations. Use a parking lot to capture issues that are off-topic.

• **Start on time, stay on time.**
  To meet our goals, we need to watch the clock and stick to the plan.

• **Yes, and…**
  It’s easy to play the devil’s advocate. Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.
“Early on, all of our movies suck.”

—Ed Catmull, founder of Pixar
Ideation

Feature.

CHARTS W/ LINES THAT SHOW PREDICTION

Big idea.

PREDICT future from the Past
Ideation

**Big ideas** are broad and conceptual and focused on user needs.

**Features** are discreet and tactical and focused on the machine.
Ideation

Website w/data and info

This is a feature.
Ideation

Trusted "best friend" works through feedback with you

This is a big idea.
Ideation

Trusted "best friend" works through feedback with you

I want to help you with this.

This is great.
“Yes, and!”

“It’s kinda like…”
It's kinda like…

DORM R.A.
welcomes you in, sets you up, connects you w/ peers, helps when needed.
It's kinda like...

**TAXI DRIVER**

**TAKES YOU WHERE YOU NEED TO GO USING THE SHORTEST ROUTE POSSIBLE**
Activity: Big Idea Vignettes

• Each teammate makes 3 Big Idea Vignettes.
• Focus on your user’s pain points.
• Stay away from feature functions.
• Not too much detail!
• Obey the laws of physics.
• It’s kinda like…

Sketch + Headline + Caption
Activity: Big Idea Vignettes

• Each team member generates at least one idea that’s completely absurd!

Sketch + Headline + Caption
Activity: Big Idea Vignettes

- Each team member plays back their ideas to their group.
- Keep this quick and high-level. (15 seconds per vignette)
- Don’t discuss implementation or feasibility yet!
- Cluster similar and related ideas—try labeling the clusters.