

MOOD BOARD

100 IDEAS
100 IDEAS
100 IDEAS
100 IDEAS
100 IDEAS
100 IDEAS
100 IDEAS

100
100
100
100

Values matrix
Values matrix
Values matrix
Values matrix
Values matrix
Values matrix
Values matrix

FEED FORWARD

Journey Map
Journey Map
Journey Map
Journey Map
Journey Map
Journey Map
Journey Map
Journey Map
Journey Map
Journey Map
Journey Map
Journey Map
Journey Map

GROWTH MODEL
Growth, Change, Innovation, War, Forward

Flow Diagram
Flow Diagram
Flow Diagram
Flow Diagram
Flow Diagram

BIG
WIDE
SHALLOW



10 10 10 10 10
10 10 10 10 10

+

10 10 10 10 10
10 10 10 10 10

LA REVOLUTION

CON-CEPT
MAP

NEED STATEMENT
NEED STATEMENT
NEED STATEMENT

NEED STATEMENT
NEED STATEMENT

TREE DIAGRAM

FEEDBACK
FEEDBACK
FEEDBACK
FEEDBACK
FEEDBACK
FEEDBACK
FEEDBACK

FEEDBACK GRID

GRIND

Rose
Thorn
Bud

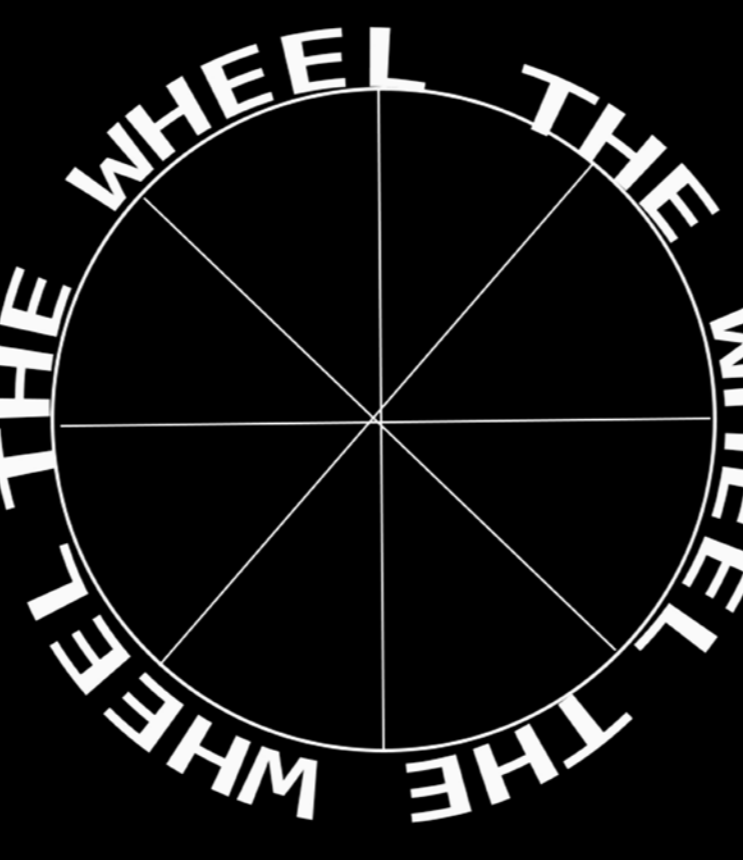
STORY

BOARD

Creative Matrix
Creative Matrix
Creative Matrix
Creative Matrix
Creative Matrix

emPATHY
is A choice

INTERACTIONS
ACTIVITY
ENVIRONMENT
B:EC'S
USERS

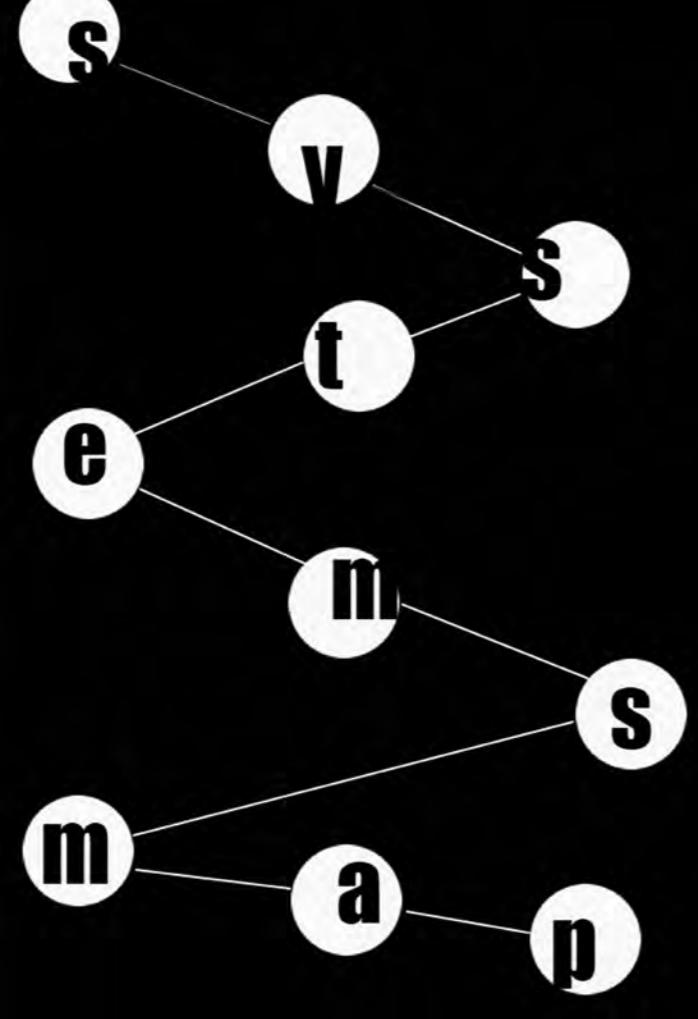


GAPPA

JOURNEY MAP

Service
Blueprint

SCENARIOS



To Be To Be
To Be
To Be To Be
To Be
To Be To Be
To Be
To Be To Be
To Be
To Be
Scenario Map

WHEN
SCIENCE
FICTION
...MEETS
DESIGN

SCENARIOS
AND
BUT

IMPACT
MAPPING

CARD SORT



A DAY
IN
THE
LIFE

USER
STORIES

WORD CLOUDS
WORD CLOUDS
WORD CLOUDS
WORD CLOUDS



MIGHT?
WE

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KJ

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