**Mission 4 – Brainstorming on EPOs (Business Hypothesis)**

**Mindset**

“To me, photography is an art of observation. It is about finding something interesting in an ordinary place... I've found it has little to do with the things you see and everything to do with the way you see them.”

Elliott Erwitt

**General instructions**

Start with the EPO (Evidence Problem Opportunity) to reflect on why certain opportunities were chosen and the expectations that were generated. You are now entering the Design phase: here you will need to generate ideas and develop them into concepts, prototypes, tests, build, fail, add more ideas, and try everything you think could be relevant to solving your design challenge.

During the exploration of solution space, you will go through an intense and divergent phase of idea generation (Brainstorming). Your mission is to dive deeply into the needs you defined during the research phase and learn as much as possible about the identified user.

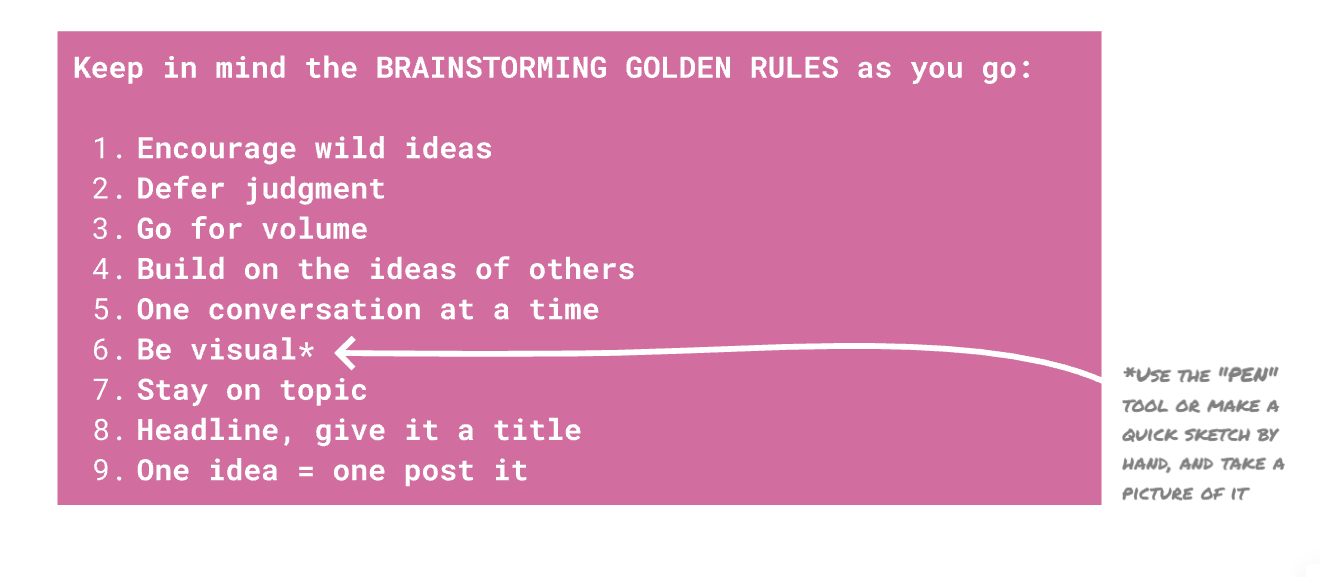
**Tools**

**Activity 1: Generate solution hypotheses with Brainstorming**

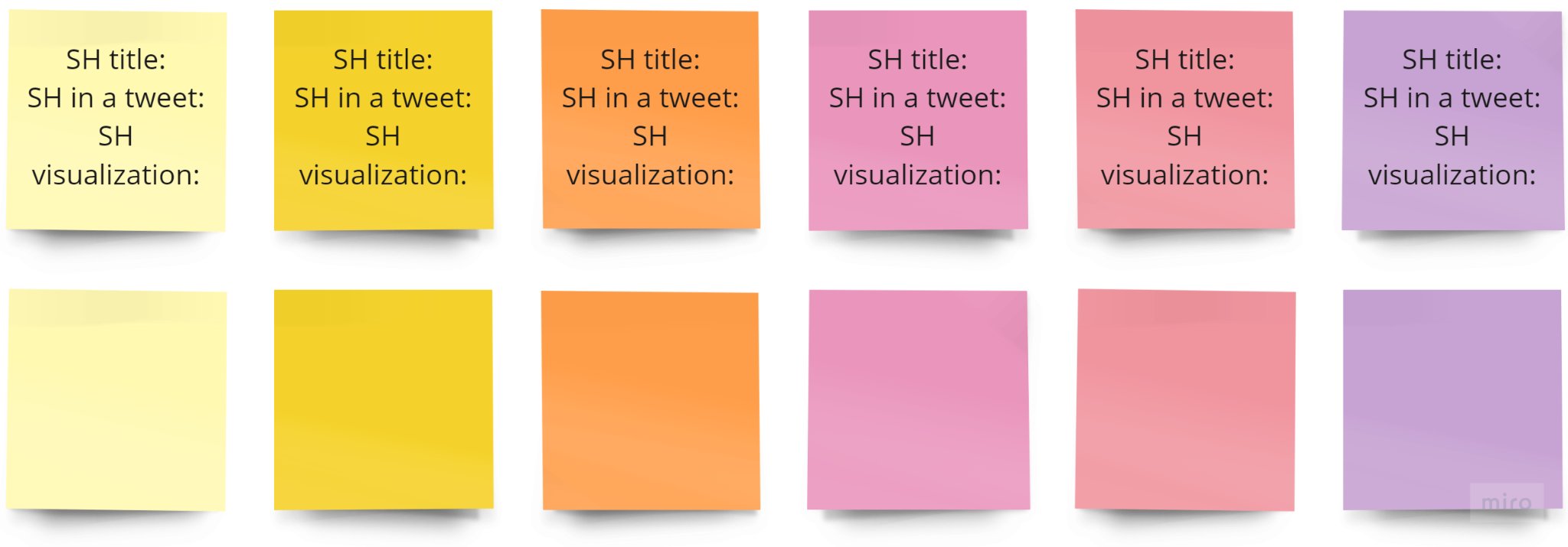
Start brainstorming on the EPOs: your brainstorming session should not last more than 20 minutes, and you should find many Solution Hypotheses. Why? You need to get the initial “bland” ideas on paper before becoming truly creative.

**HOW TO GENERATE SOLUTION HYPOTHESES IN 4 STEPS:**

1. Keep in mind the rules of brainstorming.



1. Set a timer and allow 5 minutes for individual ideation. Each team member takes a colour and writes down all ideas (title, tweet, or drawing).

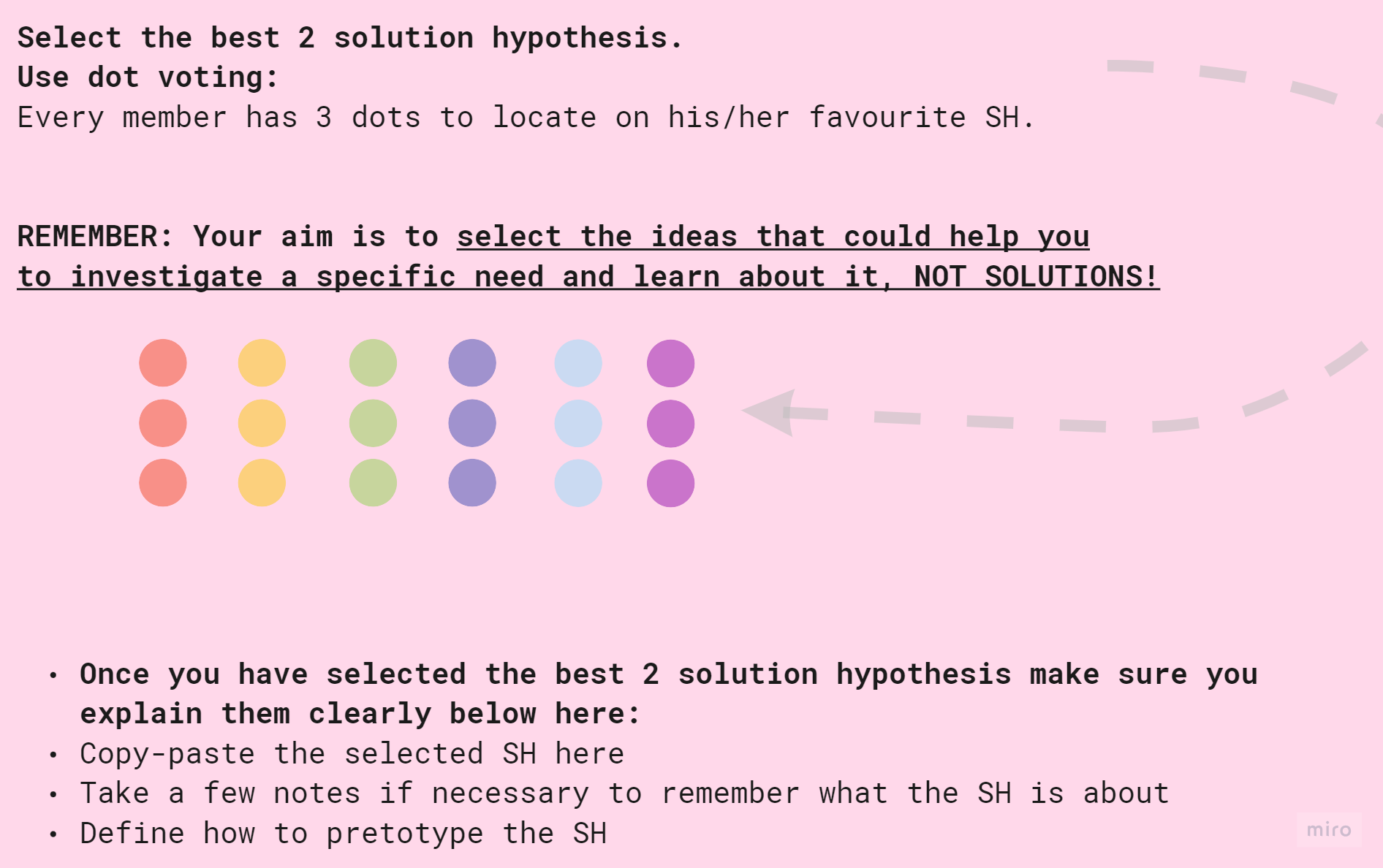


1. Once the 5 minutes are up, allow 2 extra minutes if ideas continue to flow.
2. Once all participants have written down solution hypotheses, share them with the team. One member at a time, briefly describe the SH you wrote/illustrated. THIS IS NOT A TIME TO JUDGE OR DISCUSS IDEAS. Usually, new ideas or strategies to improve someone else's idea come out during this sharing phase: write these new ideas on a new post-it and share them later within the team.

Maximum 10 minutes, so do not describe the SHs in depth; only provide titles to leave time for generating and building on others' ideas.

1. Group similar solution hypotheses. Organise the ideas on the board by themes or similarities.

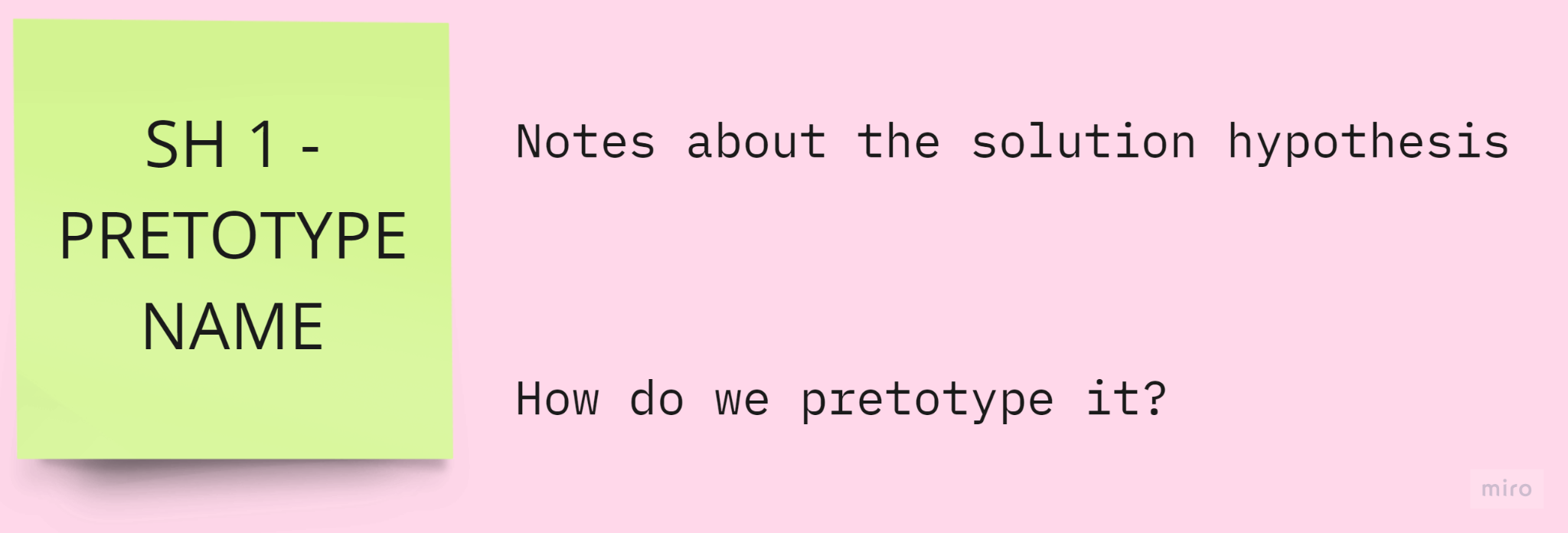
**Activity 2: Select solution hypotheses**

Select the most promising SH, two hypotheses for each EPO developed. Each team member has three votes to identify the ideas they find most interesting. Remember that at this stage, you should not worry about the final solution, which could also incorporate elements from all the ideas you have generated. You should select the Solution Hypotheses with the highest potential for learning relative to the needs.

Now, clearly explain the Solution Hypotheses by **focusing on what you want to learn from each** and **define the strategy for developing the pretotype**.

For example:

**Notes about the Solution Hypothesis:**

“If we offer companies in Interporto with seasonal excess goods (stakeholders) the possibility to rent space in Interporto for storing excess goods in a simple and problem-free way, without having to deal with bureaucracy (idea), we expect to engage 20 companies who will pay a fee for this service (learning).”

**How do we pretotype it?**

“We might develop a flyer to show to employees of the companies and gather their interest when they come to the bar for coffee.”