**Mission 4 – Solution creation**

**Mindset**

“Storytelling is the most powerful way to put ideas into the world”

Robert McKee

**General instructions**

Now that you have a better understanding of the users and the design context and you’ve discovered interesting needs and opportunities, it’s time to reflect on your design challenge. Ask yourself: where does it make more sense and have the greatest impact to intentionally focus our efforts?

Identify which topics seem to generate more energy within the team, the ones with the most interest shown often have the greatest potential. Remember, *Show don't tell* is your mantra:  collect and use quotes, photos, videos and artefacts that can help you build a more concrete opportunity.

You’ve just entered the Design phase! Here you will generate ideas and develop them into concepts, prototypes, tests – build, fail, add more ideas and try everything you think might be relevant to address the challenge. During this exploration you will go through a divergent phase of idea generation, your mission is to immerse yourself deeply in the needs discovered and learn as much as possible about the “personas” you identified.

The first thing to do to proceed with the project is to synthesise all the knowledge you’ve gathered and transform it into design guidelines. This is the phase where **design principles** come into play – design principles are strategies for solving a challenge without depending on a specific solution. As a design team, you should translate your findings – needs and insights – into design directives that will form the abstract framework for evaluating solutions and communicate what is acceptable in an easier way.

Design principles will help you identify constraints and opportunities and put them into a useful form for ideation: they are written statements - usually in imperatives form – and applicable laws in the solution space, guidelines and advice that help you summarise the most important things you discovered in the previous phase, serving as a guide during the decision-making. To keep these design principles intuitive, you should present them figuratively, with real pictures and quotes from people with whom you tested your ideas.

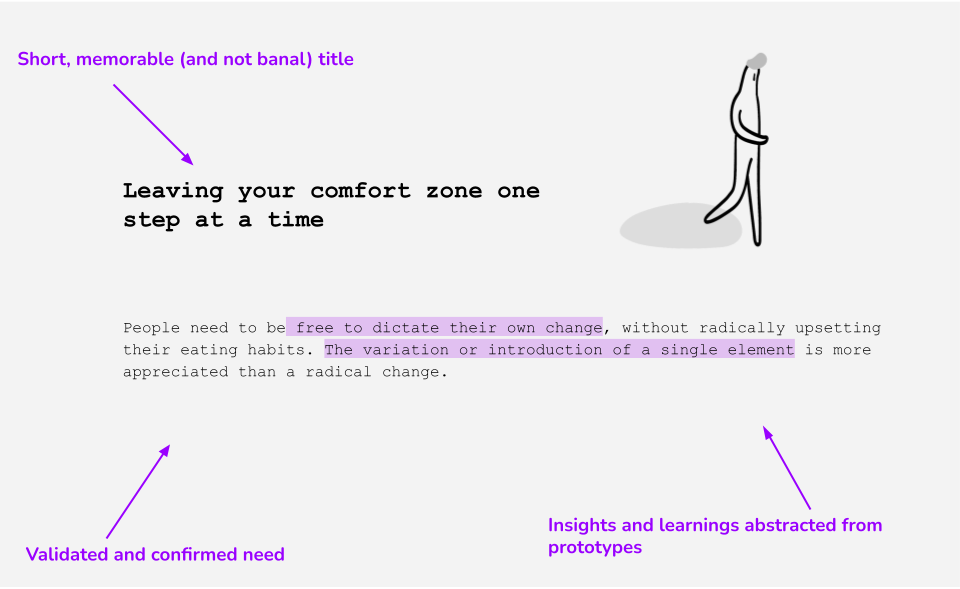
Remember, good principles are specific to the project, not generic truth, and should help the team discard interesting ideas that are not aligned with the context or generate new ideas when you are stuck.

Finally, begin the convergence phase: opportunities should emerge from your research, your audience must understand why you are proposing a certain direction and what value can be generated by pursuing it.

**Tools**

**Activity 1: Write the Design Principles.**

1. Start from the challenge and the research. Collect learnings that seem significant for project objectives, organisational culture and that are particularly important for customers or users.
2. Write down the project metaphor.
3. Have a look at your “personas” and ask yourself: What do we have learned about emotions, reactions, behaviours, fears, people’s expectations that are fundamental for the solution so far?
4. Identify some topics from your research (i.e. trust, choice, reaction, identity, imagination, context, quality, value perceived).
5. Transform topics into insights – that are concise expressions of what you’ve learned from your research activity. Remember insights combine observation and inference, so you will need to interpret the theme to form insights.
6. Write a clear and memorable sentence (remember, obvious statements such as “solution must be red as the company” or “make the solution optimum and of high quality” are not Design Principles). Look for the most recurrent topics in your research that are fresh, new and eye-opening.

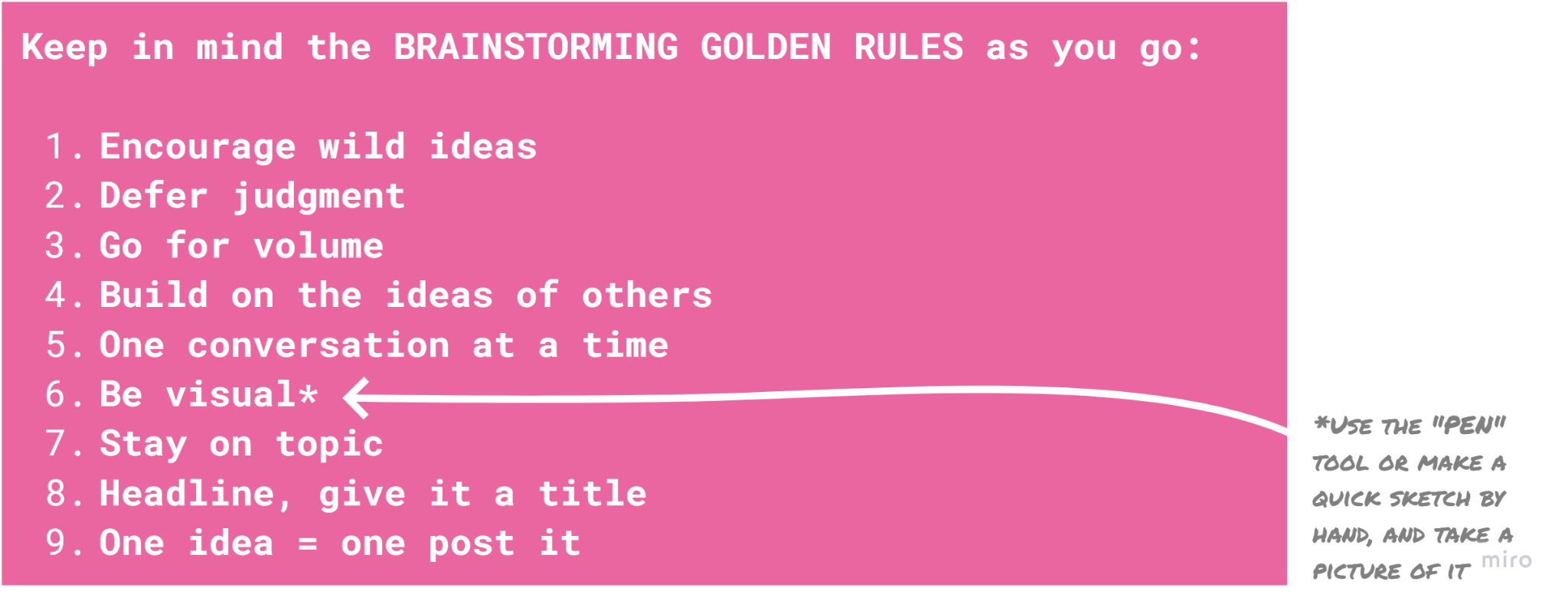


**Activity 2: Generate solution by using Brainstorming technique**

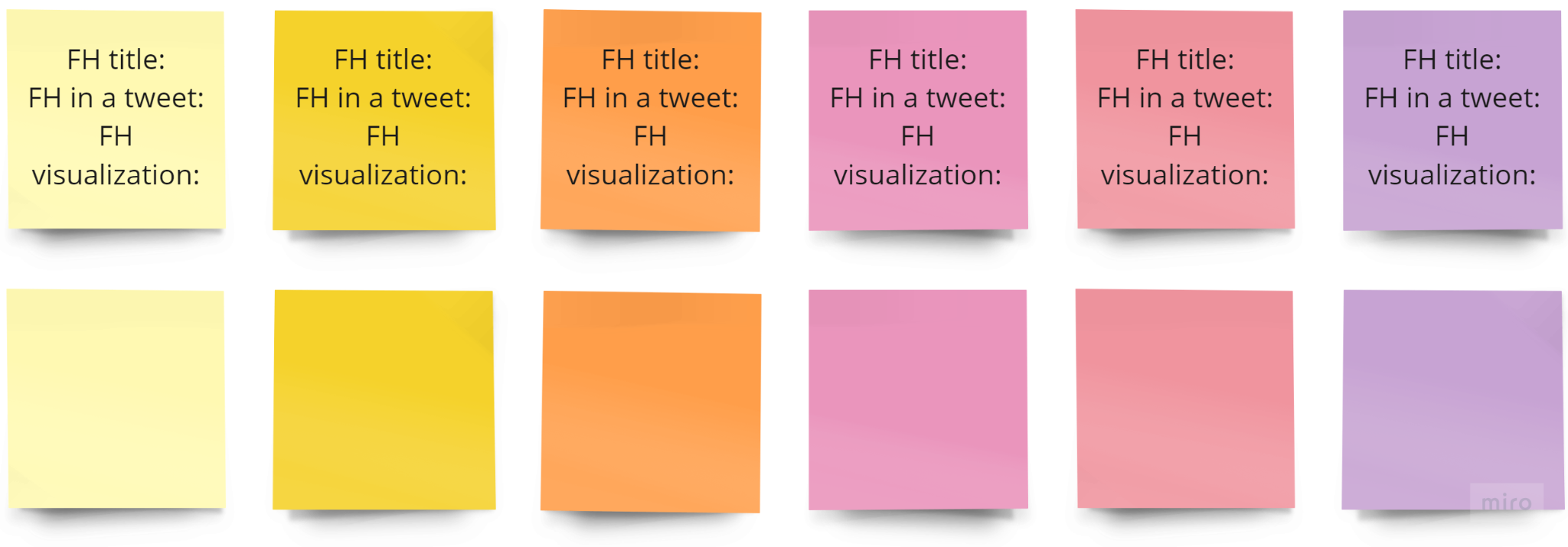
Start the brainstorming session. Your brainstorming activity should not last more than 20 minutes. It’s important to get the initial "banal" ideas on paper before you can truly become creative, so aim for quantity!

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

1. Keep in mind Brainstorming rules



1. Set a 5 minute timer to individual ideation. Each team member must pick a different colour and write down all the ideas (title, tweet or drawing).



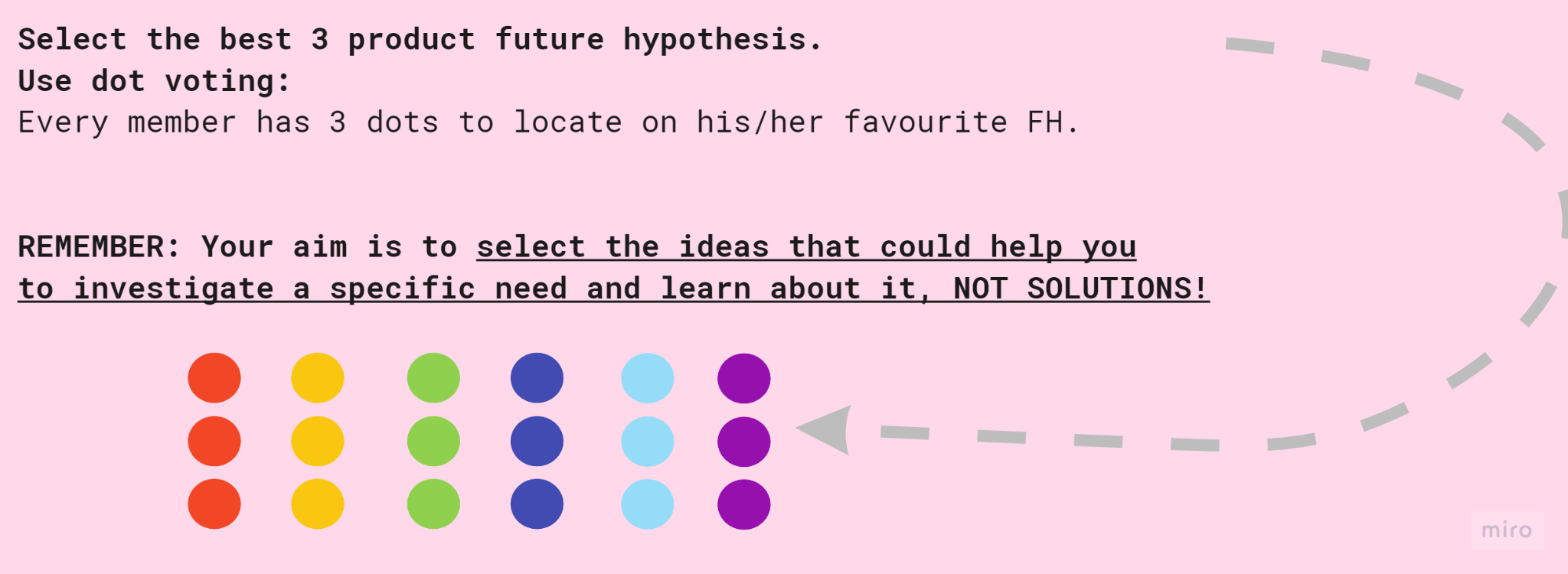
1. Once the timer is over, leave 2 extra minutes if ideas are still flowing.
2. When all the participants have written their own hypotheses, share them with the team. One by one, each member briefly describes the product future hypotheses (FH): THIS IS NOT A TIME FOR JUDGING OR DISCUSSING IDEAS. Often, during this sharing phase, new ideas or strategies to improve someone else’s idea emerge. Write these new ideas on a new post-it and share them with the team afterward.

Keep the descriptions brief, focus on the titles to ensure there’s time left for generating ideas together and building on others’ ideas.

1. Group similar FH. Reorganise ideas on the board by themes or similarities: this will help you identify patterns and clusters of related ideas.

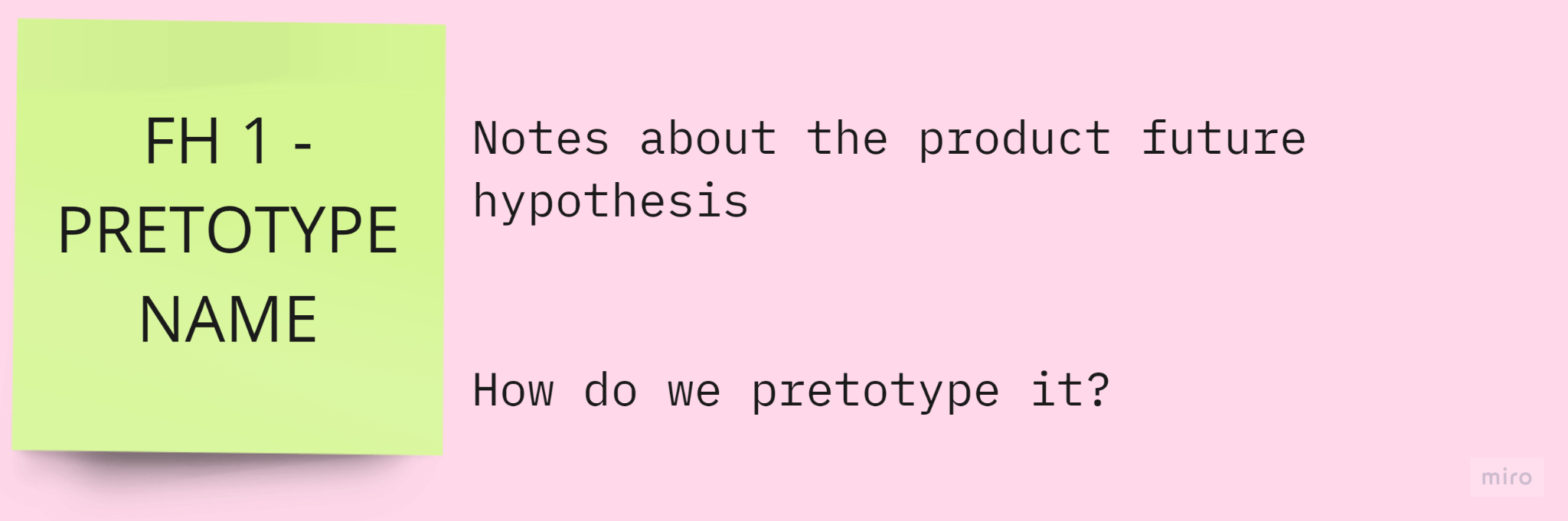
**Activity 3: Create technologic and economic assessments**

Select the three most promising FH from each brainstorming session. Each team member can vote no more than three ideas that he finds most interesting: remember not to focus on the final solution at this stage, you should select the Future Hypotheses with the highest potential for learning in relation to the identified needs.



Now, explain the FH focusing on what you would like to learn from it and define a developing strategy for the pretotype you want.

An example:

**Notes about the Future Hypothesis:**

If we offer companies at Interporto with seasonal surplus goods (stakeholders) the opportunity to rent a space at Interporto to store their excess goods easily and without problems, avoiding bureaucracy (idea), we expect to engage 20 companies that will pay a fee for this service (learning).

**How do we pretotype it?**

We could develop a paper to show to the employees of these companies and understand their interest when they come to the café for coffee.