

Inspirational Cards

NUMBER OF PARTICIPANTS	FACILITATORS	CATEGORY	DURATION	LEVEL OF DIFFICULTY
1-10	1	Ideate	40-50min	Simple

Description

Traditional brainstorming is given a creative twist through the use of Inspiration Cards. The Inspiration Cards help to cover a wide range of abstract and concrete ideas. The ideas are developed in terms of function and feel using the categorized Inspiration Cards.

The questions or words on the cards inspire participants to see an issue from a new perspective. The questions do this by placing the participants in different fictional positions, like dystopian scenarios.

The inspiration cards practice is most effective in the early stages of an innovation process, when a large number of ideas are being developed. Students should frame their idea creation before beginning the inspiration cards exercise. The frame may be a pre-determined problem area or a collection of user requirements discovered during fieldwork. (Find fieldwork or problem-solving techniques here).

Traditional ideation methods, such as brainstorming, brainwriting, 6-3-5 method, or mind mapping, can be combined with inspiration cards.

Materials

- ▶ Whiteboard in which the problems to solve or goals are written down (it is really important to have clear the issue you want to engage)
- ▶ Colored cardboard of 6 different colors
- ▶ Colors, pens, and markers
- ▶ Paper sheets, sticky notes

Preparation

Preparation can take between 10 and 30 minutes.

Colored cardboard (in a variety of colors) and markers are needed. Make a total of 25 paper notes, 5 yellow, 5 blue, 5 red, and so on, until you have 5 cards of each color/ category. You can either plan the words and categories ahead of time or delegate the task to the participants before the workshop really starts.

Step-by-Step Instructions

1. To begin, either you or the students write words on different colored cardboard sheets (one color per category). Technology, culture, patterns, and values are examples of possible categories. Welfare tech, social media, cell phones, and robots are examples of words that fall within the category of technology.
2. The students are then given 5 to 15 minutes to choose a word from each color (category) and produce a specific number of ideas.
3. The idea creation process can be repeated with different time amounts until there are no more words.

Remarks, Tips, Limitations

- ▶ You may also select random keywords to use on the inspiration cards, and there is an online generator for doing so.
- ▶ The exercise becomes much less specified when random words are used, and correlations emerge from a far broader base.
- ▶ The use of random words as motivation early in the process will help to stimulate imagination. It can also be used if students want to engross themselves in their studies

References

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