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Inspirational Cards

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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.

Design Phases

Emphasize   Define   Ideate   Prototype   Test
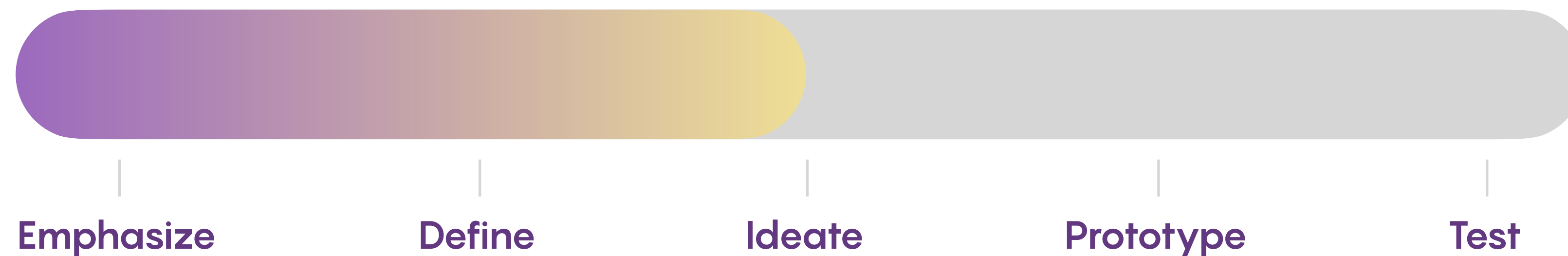
Introduction

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

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.

Advantages

- Inspiration Cards help to tackle thought obstacles and create new approaches through shifting viewpoints.

- The approach is simple and straightforward to use.

- It's fun for the participants, and it gives the usual brainstorming session a boost

Disadvantages

- Inspiration Cards should not be used in a repetitive way, but rather in a creative manner.

- Not every Inspiration Card is appropriate for every situation. If you haven't come up with a good idea for the new Inspiration Card, simply set it aside.

- The brainstorming session's actual emphasis can diverge into the ludicrous

References

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