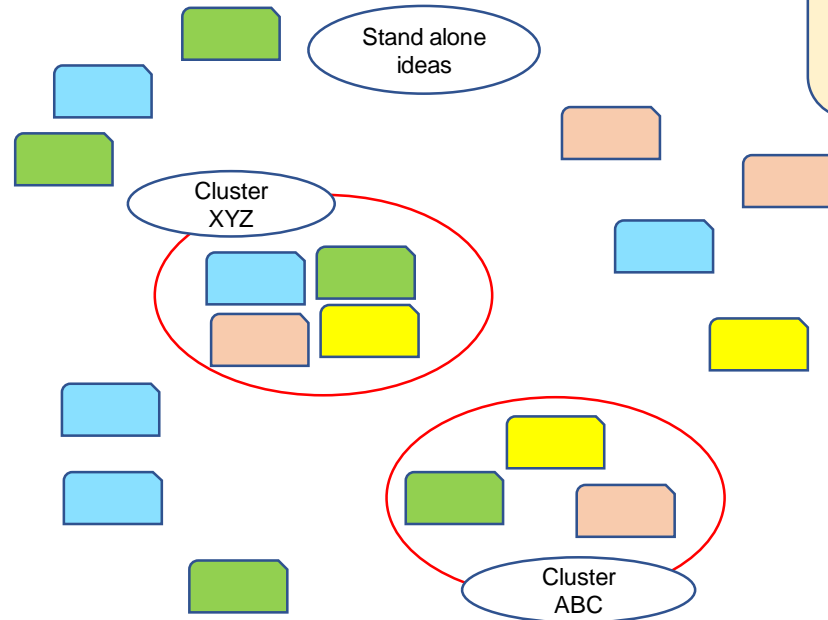
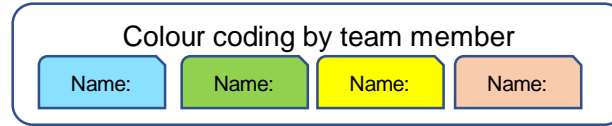




Ideate

Tool: Brain Dump – template



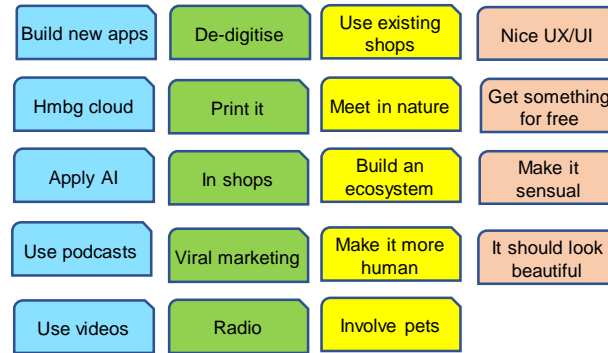
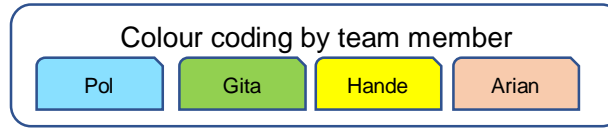
Reframed challenge:
How might we ... ?

Ideate

Tool: Brain Dump – example

Example – reflection:

- In this example each team member actively leverages his / her unique life world and expertise in order to generate ideas. Working in your team, you might wish to pro-actively align a life world to each team member to stimulate out-of-the-box thinking.
- Have a look at the very divergent ideas representing the diverse life worlds of the participants.
- Given that only a few keywords are written on the digital sticky notes, they will of course need to be explained to the other team members; such explanations should stimulate the other teammates to engage in cross-thinking, given that they compare and try to integrate disparate ideas into their own life world.
- Observe how the ideas from different „life worlds“ fit together into clusters, starting to take the form of a genuine solution.



Reframed challenge:
How might this team improve the UHH mobile app?

