

Organizing Your Ideas:

Series of steps to help Organize & Refine your ideas (summarized by Mr. Bergquist just for you)

Now that you have generated many different problem ideas it's time to do a quick check and pick the ones that resonate with your team on a very personal level. So before you put in a lot of work let's first determine why you are doing it – why is it important.

1) DOT VOTING: A quick and simple way for your team to decide on which ideas you should prioritize is dot voting

Task:

- a) Place all the ideas recorded during idea generation up on a wall or whiteboard.
- b) Each member of the team individually places a dot next to all the ideas they feel really passionate about taking forward.
- c) Teams select between 5-10 ideas with the most dots next to them to take on to the next stage.

2) Use the 5 W's to create a HEADLINE: Whenever you read a headline news story in a paper there are several key areas they focus on to make sure the whole story is covered. This technique can help you map your problem to make sure you've got the whole story.

1. **Who** - Who are the people affected by the problem?
2. **What** - What is the situation in which the problem occurs?
3. **When** - When do those affected experience the problem?
4. **Where** - Where do those affected experience the problem?
5. **Why** - Why do those affected experience the problem?

Task:

- a) Divide the ideas up amongst your team and note down the 5W's for each.
- b) Using your answers to 5W's, you can create a newspaper headline for each idea.
- c) Read out your headlines to the rest of the group and you can then discuss whether you have captured the full story.

3) The VEX FACTOR: Mapping the problems you have identified against the VEX factor is a great way to make sure you have thought of the whole story behind the problem.

Familiar? Effects either real people you know (and can name), or yourself

Frequent? Happens often enough to justify a solution

Specific? Has a clearly defined story you can tell

Irritant? Often get on somebody's nerves

Expensive? What you forfeit if you don't have a solution is pretty high

Unpredictable? Could happen at any time

Task

- a) Break down your problems by addressing the six dimensions of the VEX factors
- b) Score your ideas a relative VEX Score to rank them for significance.
- c) Use this scoring and answers to help to understand if it is really a problem worth pursuing or not.

4) Acting out the Problem: Now that you have identified the specifics of your team's problems through mapping, you can start to pull it all together and create a story that clearly illustrates the sequence of events that occur when somebody encounters the problem. A great way to capture this is to act the problem out through role play:

Task

- Split your teams into two and divide the problems equally between you.
- In your mini teams, quickly outline the sequence of your problem stories and plan how you will act them out.
- Take turns performing the problem story to the other half of your team.

Top tips

- ✓ Use your 5Ws and Vex Factors to help set the scene
- ✓ Get into the character – try to think and act like you're really affected by the problem
- ✓ Keep it brief and simple, too many extra details may make your story unclear

5) The mini ELEVATOR PITCH: Now that you have refined your problems you can quickly frame them into potential product ideas with a mini "elevator pitch". This is a very short, clear description of your idea as a whole. If you had **30 seconds in an elevator** with a potential investor or famous celebrity how would you quickly tell them about your idea?

Task: Create your Elevator pitch by first filling in these Blanks ...

“My team, [team name], is developing [platform idea] to help [target audience] [solve a problem] [with secret sauce]”

Consider these four areas in creating the 30 second pitch:

- Think of where and when the problem occurs and as result **what platform** do you think would suit the problem best? A web app, a mobile app or a Facebook app/ social web integration?
- Think of your **target audience** – who does the problem **affect**?
- Include the problem** in a short summary
- Think of a potential feature that would help solve the problem and make your solution special**

Don't worry about getting it perfect or right. This is just a starting point, the specifics of these initial ideas are very likely to change as you progress through the process..

Example: Buzzer Buddiez

Our team, [Buzzer Buddiez], is developing [a mobile app] to help [students] [who have studied late and are likely to oversleep because they hit snooze on their alarm clock] [to wake up on time with the help from friends and family]