# kick start your idea!

Inside you'll find some design tools to help you on your way.
You'll have a fantastic idea in no time. Let's go!

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# task 1

Defining your problem

Use the activities on the following pages to help you identify possible ideas

STEPS
1. Identifying your context
2. What is the problem you are trying to solve?
3. Identifying your user
4. Establishing a Point of View + Problem Statement

You can do this task on your own, or in groups

Grab a pen, some paper and let's get started!

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# IDENTIFYING YOUR CONTEXT

Keeping in mind that this is a State-wide challenge, we are looking for innovators and entrepreneurs from all areas of Queensland.

It is important to identify where you are located because each place, space and idea is different due to its unique context.

## Consider where you live.
What is the name of your town? What do people do?

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## Mark where you live on the map.
Do you live in an urban (city), regional, rural or remote part of Queensland?
List the unique qualities of your area or region. e.g., tropical rainforest, beach, desert, etc

## Thinking about where you live, what are some of the specific challenges or opportunities facing your local area?
To answer this, you might like to conduct some secondary research by speaking with your colleagues, family or friends to hear what they think.

Reading the local paper and researching your area on the Internet can also be useful. Write down what you find out (use a notebook or journal if you need).

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You might like to consider the relationship between you/your town and the rest of the world.

- Have you travelled overseas?
- Were you born overseas?
- Do you live in a community that is dependent on international trade i.e., mining; live export?

These are unique qualities and experiences that can help you to define the problem you are trying to solve.

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# WHAT IS THE PROBLEM YOU ARE TRYING TO SOLVE?

It is important to define a challenge or opportunity that will enable you generate a lot of potential ideas. The prompts below will help you with this task. Think about each and identify which area you would like to focus on. Your idea can address ANYTHING. These prompts are designed to help you to get started. Use the questions as triggers and guides.

## social/community
### connecting people

What are some ways you can help your friends, family, or community (locally or internationally) to connect?

For example, think about your local sports team, classmates or community group. Do they need a new product or service? Maybe you want to create a new social business like Orange Sky Laundry. Or, you have an idea that helps local and international students. If so, write it down and let's get started!

The problem I/we want to solve is:

.......................................

.......................................

This is important because:

.......................................

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## environmental
### sustainable innovation

Consider where you live, what are some environmental challenges facing your area?

Water – flooding?
Land – food security? Fresh food?
Air – pollution?

Are there environmental challenges or opportunities for sustainability that you would like to fix? What can you think of? Write down your initial thoughts... see examples - student flood levee design, or, 'BioClay'.

The problem I/we want to solve is:

.......................................

.......................................

This is important because:

.......................................

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## technological
### tech-driven awesomeness

Do you know of a new or emerging technology that might be useful in your region or town?

For example Drone technology, AI, Augmented reality, or electric vehicles.

Maybe you have thought of a new app, or a better way to study, or to meet new people. Maybe you want to create a new software like Buckham&Duffy. Whatever it is, WRITE IT DOWN and let's get thinking about how to improve this idea.

The problem I/we want to solve is:

.......................................

.......................................

This is important because:

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## unicorn
### random idea!

You already have a fantastic idea and cannot wait to share it with the world!

Well what are you waiting for, time to get cracking!

Make note of your thought/s, what is your idea? Write it down and move onto the next step - identifying your user.

The problem I/we want to solve is:

.......................................

.......................................

This is important because:

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# IDENTIFYING YOUR USER

It is important to define who you are designing for.

You can achieve this by considering who is affected by the problem you identified and who will be impacted by your idea.  Describe this person, or, people - keeping in mind that this person, or group of people will become your 'user'.

## A - Who are they? Describe their role, position, network.
e.g., Parent, teacher, student, children, families, doctor, other?

## B - How are they impacted by the issue you identified?
e.g., the family house is flooded every time it rains.

## C - What can be done to help them?
Thinking about what they don't have? What do they need? What will help them to overcome their issue?

TIP > is this something you have experienced or observed? Is the experience the same for everyone?

TIP > consider talking to family or friends to gather their thoughts and collect ideas.

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# POINT OF VIEW + PROBLEM STATEMENT

Your Point of View (POV) helps you to define the RIGHT challenge to address.

A good POV will allow you to develop your idea and solve your design challenge in a goal-oriented manner in which you keep a focus on your users, their needs and your insights about them.

[user ... (descriptive)] needs [Need ... (verb)] because [insight .... (compelling)]

| User / Stakeholder (Who) | Needs (What) | Insight/s (Why) |
|---|---|---|
| | needs a way to | because |
| EXAMPLE: A new graduate | Acquire professional experience | Some companies will only employ people with experience. |
| Describe the person or group of people (Description of your user) | Needs are verbs (Things they are trying to do) | Describe why this is a problem for your user (The challenges they experience) |

Keep going until you are happy with your POV.

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# task 2

## Brainstorming and idea generation.

Use the prompts on the following pages to work through possible solutions to the problem you identified in Task 1. The goal is to think about as many different ideas as possible to identify the BEST IDEA for pitching!

STEPS
1. Brainstorming
2. Bundle your ideas
3. Identify the best idea for pitching!

You can do this task on your own, or in groups.

Grab a pen, some paper and lets get started!

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# brainstorming

## Building on task 1

Reflecting on all that you have identified so far including:

• the context;
• the challenges or opportunities in
     your area, and;
• the people impacted;
• the core user;
• the problem statement, as well as;
• clarifying the five 'W's.

The next step is to bring it all together and to list, sketch, or draw possible ideas or innovations.

A useful starting point is to rewrite your point of view problem statement:

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Use as much paper as you need and repeat this process until you have at least 10 or more rough ideas.

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# bundle your ideas*

## Building on all that you have achieved thus far

Bundling ideas takes you from strong individual concepts to solutions of substance. Think of it as a game of mix and match, with the end goal of putting the best parts of several ideas together to create more complex concepts. You'll probably notice that many ideas start to resemble each other—which is a good thing. Try combining them; keep the best parts of some, get rid of the ones that aren't working.

The goal here is to bring all of your thinking together and to narrow your ideas down to a few that you think might work.

# 'the' idea!

## Identifying the best, most effective idea for pitching

After you have bundled your ideas you should have a good sense of the way in which you are going to address the problem/challenge you identified in Task 1.

The goal now, is to find the most effective combination of parts so you can propose ONE idea that can solve the problem you identified.

WHICH idea will you take forward?

To do this, you need to identify the idea with the most potential for further development. This will become the focus of your pitch.

Useful Resources
Design Kit - IDEO
The Interaction Design Foundation
Disrupt Design

# task 3

Video Pitch.

Once you have identified the BEST IDEA for pitching, you need to get cracking on the actual PITCH! Please refer to the gen[in]'s Pitch Time! resource to know how to get your idea from paper to Pitch!

STEPS
1. Refer to the gen[in] website, access Pitch Time resource
2. Develop your pitch, record 60sec
3. Upload your pitch online or via post, details in the Pitch Time resource.

You can do this task on your own, or in groups.

Grab a phone, or computer and let's get started!

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