

BUILDING A CULTURE OF INNOVATION

Perfecting Your Brainstorming Technique for Killer Products and Features

Ben Sykes

User Experience & Behavior Design  @bensykes



Designing Since 1995

- Oscars : Am. Beauty
- US Marine (combat)
- Microsoft, Cisco, Google
- Teach UX & IA at SF State etc.
- Wrote the GA Curriculum for Job Search & Apprentice Program
- Have run 20+ workshops at GA around career development
- Run @IA_UXJOBS



Actionable Takeaways ✓

~~Theory~~



When You Leave Here Today...

Feel Inspired

- The next big idea is up to you
- Have lots of ideas

Innovation Action Plan

- Culture of innovation
- Improving a feature
- Improving a product
- Building a product from scratch


Start looking to solve real world problems

You Are Here



Game Changer Anyone?



A black and white photograph of a residential street. On the left, there are multi-story houses with balconies. A row of trees runs along the sidewalk. On the right, several cars are parked along the curb. In the background, a hill with more trees is visible. The overall scene is a quiet neighborhood street.

“Creative thinking
improves while a person
is walking and shortly
thereafter...”

—Marilyn Oppezzo

<http://www.apa.org/pubs/journals/releases/xlm-a0036577.pdf>

I Went For A Walk

What if I could just use an IronMan suit?

About

FORTIS™ exoskeleton transfers loads through the exoskeleton to the ground in standing or kneeling positions and allows operators to use heavy tools as if they were weightless.

Company

Lockheed Martin

URL

<http://www.lockheedmartin.com/us/products/exoskeleton/FORTIS.html>



What if I my bike did all the peddling for me?

About

We are dedicated to making bicycle friendly cities and improving the way we travel from A to Z in the fastest, smoothest and smartest way possible.

Company

FlyKly

URL

<http://flykly.com/>



What if I could get around on an electric unicycle?

About

Ninebot One is an intelligent and fashionable personal transportation tool with interactive function. With your exclusive transporter Ninebot one, you can say goodbye to the crowds and enjoy the freedom and pleasure, being the master of the world.

Company

Ninebot

URL

<http://www.ninebot.com/ninebot/NinebotOne/index.html>



I forgot my phone



What if I could train my brain to be smarter?

About

Muse is the mental equivalent of a treadmill, which helps you exercise your brain with focused attention training. It improves your attention by training you to become aware of your distractions quicker and react faster to regain focus on what you're doing.

Company

Muse

URL

<http://www.choosemuse.com/>



What if I could modularize my phone and easy replace items?

About

Phonebloks is an idea based on a vision, as well as a growing movement. We're an independent organisation helping the mobile phone industry steer development and production that produces less electronic waste than their products do today.

Company

Phonebloks

URL

<https://phonebloks.com>



What if I could project my phone or computer onto my skin?

About

The Cicret Bracelet. With the Cicret Bracelet, you can make your skin your new touchscreen. Read your mails, play your favorite games, answer your calls, check the weather, find your way... Do whatever you want on your arm.

Company

Cicret

URL

<http://cicret.com/wordpress>



What if I could make and receive calls from my watch?

About

Apple Watch is unlike any device we've ever made. But we wanted interacting with it to be just as easy and intuitive as using your iPhone or working on a Mac.


Company

Apple

URL

<https://www.apple.com/watch/>





“The more you get away from the stresses of daily life and the more time you spend outdoors, the greater your level of creativity.”

<http://www.mnn.com/health/fitness-well-being/stories/study-nature-inspires-more-creative-minds>

Time In Nature

What if I could have instant housing by just adding water?

About

Concrete Canvas Shelters (CCS) are rapidly deployable hardened shelters that require only water and air for construction.

Company

Concrete Canvas

URL

[http://www.concretecanvas.com/
concrete-canvas-shelters/what-is-it/](http://www.concretecanvas.com/concrete-canvas-shelters/what-is-it/)



What if I could scan 3D space and then use it in virtual reality?

About

Capture any space with ease. The Matterport Pro 3D Camera and Capture App for iPad automatically produces high-quality immersive 3D models in the hands of any user. As the camera gently spins, it captures the colors and contours of a space—and calculates dimensions and spatial relationships between objects.

Company

Matterport

URL

<http://matterport.com/>



What if I could experience virtual reality through a cardboard box?

About

Google Cardboard brings immersive experiences to everyone in simple and affordable way. Whether you fold your own or buy a Works with Google Cardboard certified viewer, you're just one step away from experiencing virtual reality on your smartphone.

Product

Google Cardboard

URL

<https://www.google.com/get/cardboard/>



What if I could throw on an invisibility cloak and just walk around?

About

By using simple, inexpensive, and readily available materials, researchers at the University of Rochester have developed an optical system that can actually hide objects in the visible spectrum of light.

Creators

Joseph S. Choi, John C. Howell

URL

<http://www.rochester.edu/newscenter/watch-rochester-cloak-uses-ordinary-lenses-to-hide-objects-across-continuous-range-of-angles-70592/>





Headed home in a hurry

What if I could just use a hover bike?

About

Our first Hoverbike prototype is a bi-copter. The vehicle is controlled by deflecting thrust from its two propellers using control vanes – these are a bit like rudders or ailerons on a plane. After extensive testing involving the manned vehicle and scale models, we moved to a proven quadcopter design, because with current technology we could not design a bi-copter cheap enough for safe and competitive sales.

Company

MalloyAeronautics

URL

<http://www.hover-bike.com/>



What if my skateboard could hover off the ground?

About

Hendo is introducing the world's first REAL hoverboard and hover developer kit. We are putting hover technology in YOUR hands.

Company

Hendo Hover

URL

<http://hendohover.com/>



What if I could just use a jetpack to get where i'm going?

About

The Martin Jetpack, the world's first practical jetpack, with potential usage spanning search and rescue, military, recreational and commercial applications, both manned and unmanned. The Martin Jetpack was initially conceived and developed by Glenn Martin in Dunedin in 1981

Company

Martin Jetpack

URL

<http://www.martinjetpack.com/>



What if I could have a flying camera follow my every move?

About

We make Lily, the world's first true flying camera. It is a camera on a small quadcopter that autonomously flies itself and follows you shooting stunning pictures and videos. All you have to do is throw it in the air and let it work for you.

Company

Lily Robotics

URL

<https://www.lily.camera/>



A black and white photograph of a door. The door has a keyhole on the left side and a handle on the right side. The handle is a simple, rectangular, light-colored object. The door itself is dark with some lighter-colored panels. The image is slightly blurry.

Ugh...Where are my keys?

What if I could unlock the door with a digital key?

About

The August Smart Lock provides intelligent, secure access to your home. Now you can control who can enter and who can't—without the need for keys or codes. And you can do it all from your smartphone.

Company

August

URL

<http://www.august.com>



What if I could express how I was feeling with brainwave cat ears?

About

Just like the ears of your favorite feline friend, these ears will perk up when you're paying attention to something, then relax when you do, lying dormant to each side. When you get excited about something, the ears will wag back and forth, displaying your enthusiasm to the world around you.

Company

Necomimi (Neurowear)

URL

<http://www.necomimi.com/>



What if my bike, phone, watch or door could react to my thoughts & feelings?

About

Symbiotic technology that is alive and capable of thought driven technology. The engine (right) is capable of a symbiotic relationship with pilots based on thought waves.

Person

David Adair

URL

<http://www.greatdreams.com/david-adair.htm>



A black and white photograph showing a pair of glasses and a wine glass on a dirty, cluttered table. The glasses are in the foreground, and the wine glass is behind them. The table surface is covered in dust and debris. In the background, a person is blurred, suggesting a busy, messy environment.

I really have to clean this place!

What if the dust particles were smart?

About

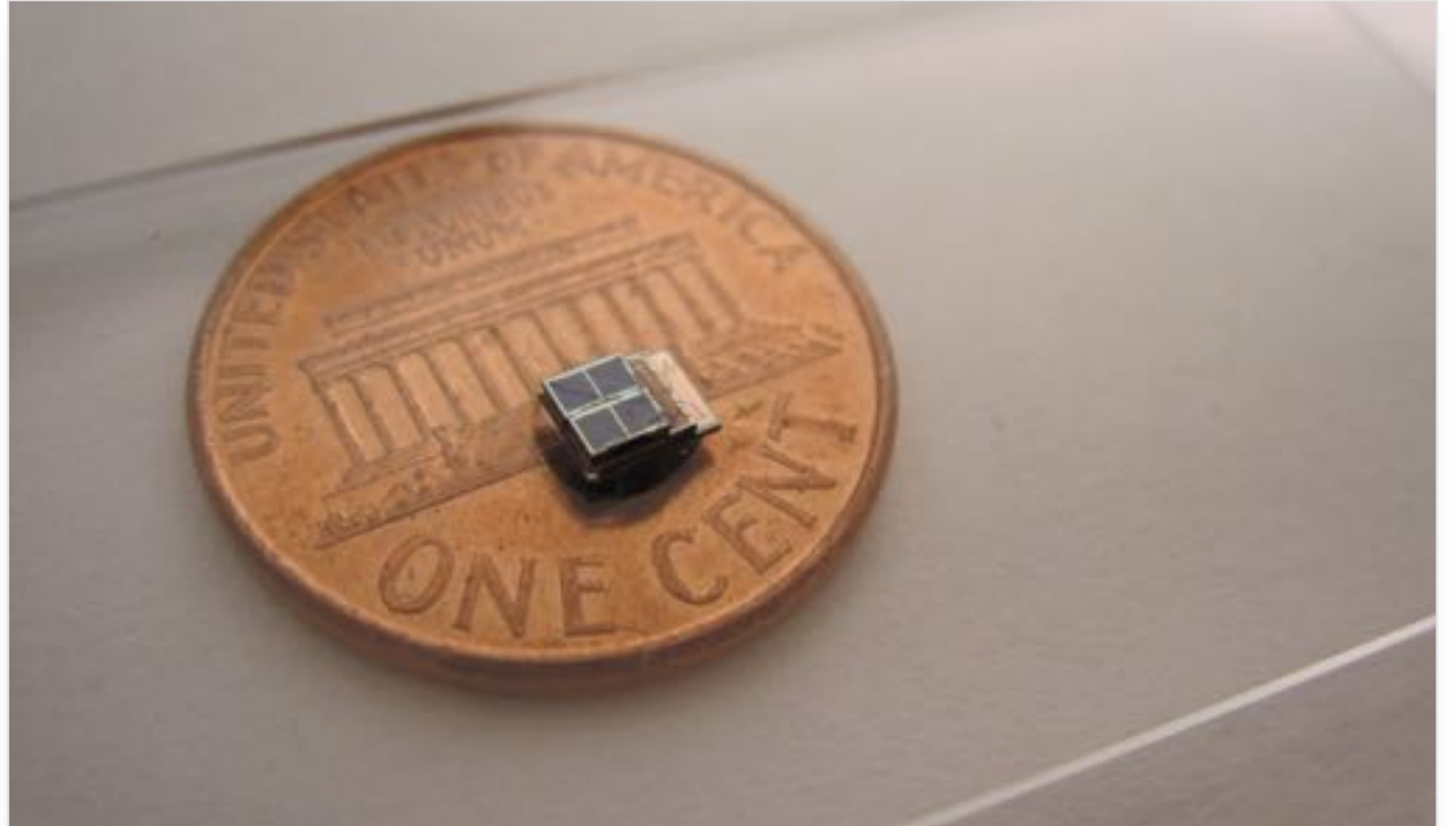
A 9-cubic millimeter solar-powered sensor system developed at the University of Michigan is the smallest that can harvest energy from its surroundings to operate nearly perpetually.

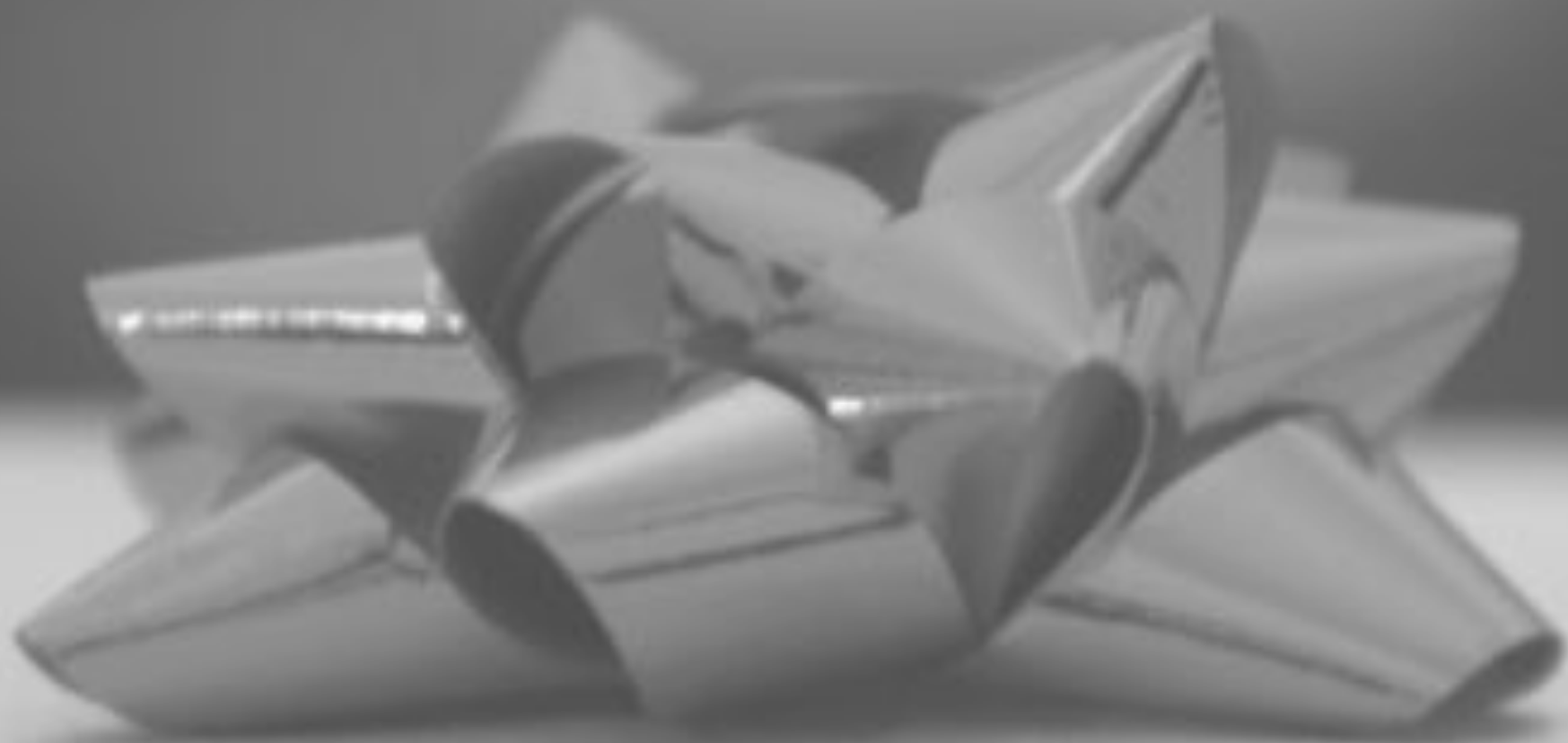
Company

University of Michigan

URL

<http://ns.umich.edu/new/releases/7520>





Still need to pick up a gift

What if I could print out a new wardrobe?

About

Freedom Of Creation is a pioneering design and research company, specialized in design with 3D printing technologies.

Company

Freedom Of Creation

URL

<http://www.freedomofcreation.com/>



What if I could sketch out ideas or create a drawing in 3 dimensions?

About

The 3Doodler is the world's first and best 3D printing pen that allows you to draw in 3D by extruding heated plastic filament that cools almost instantly into a solid, stable structure.

Company

3Doodler

URL

<http://the3doodler.com/>



What if I could fax 3 dimensional objects?

About

Collaborative Research in Programmable Matter Directed by Carnegie Mellon and Intel.

Company

Carnegie Mellon - Claytronics

URL

<http://www.cs.cmu.edu/~claytronics/>



What if I could task a fleet of robot insects?

About

A mechanical fly buzzing into an enemy operations center for surveillance may still be the stuff of science fiction, but perhaps not for long.

Dr. Ron Polcawich and his team at the Army Research Laboratory, known as ARL, in Adelphi, Maryland, have been pushing innovation in the area of tiny actuators and developed a pair of tiny robotic wings measuring only 3 to 5 centimeters in length.

Creators

Dr. Ron Polcawich at the Army Research Laboratory

URL

<http://www.arl.army.mil/www/default.cfm>



What if I could have my Amazon shipments delivered to me instantly by air?

About

A future delivery system from Amazon designed to safely get packages into customers' hands in 30 minutes or less using small unmanned aerial vehicles.

Company

Amazon

URL

<http://www.amazon.com/b?node=8037720011>





Better eat now...

What if I could print my next pizza?

About

SMRC's 3D printed food system will provide nutritious food choices in a variety of forms and flavors. In a Mars mission, this system is to be used in conjunction with bulk foods, prepackaged foods, and hydroponically grown foods.


Company

SMRC

URL

<http://systemsandmaterials.com/>





“A seemingly mindless task — **showering**, fishing or driving — might help spur creative thoughts, as the mind wanders from "lather-rinse-repeat" to a recent problem, and then back again.”

<http://www.mnn.com/health/fitness-well-being/stories/study-nature-inspires-more-creative-minds>

Jumped in the shower

What if my shower could reuse the water from yesterday?

About

When our patented technology is applied in a shower, it makes the world's most advanced and efficient shower unit, saving up to over 90% water and 80% energy, at the same time increasing comfort and hygiene.

Company

Orbital Systems

URL

<http://orbital-systems.com/>





She's gonna ask...

What if I had a robotic girlfriend?

About

RoxxyTrueCompanion:World's First
Sex Robot

Company

True Companion

URL

<http://www.truecompanion.com/>



What if I had someone to greet me when I get home from work?

About

The future is here! Meet Ava - your hologram airport virtual assistant.

She works 24 hours a day, seven days a week and doesn't charge for overtime. She never gets sick and doesn't require a background check. Airus Media, Inc. is the exclusive USA distributor for AVAS.. Email for information about this incredible new holographic virtual assistant.

Company

Airus Media

URL

<http://www.airusmedia.com/virtual-assistants.html>



What if I could paint an LCD on my wall?

About

Screen Goo products are specially formulated, color correct, video screen coatings in liquid form. They allow the user to transform any smooth paintable surface into a high performance projection screen.

Company

Goo Systems

URL

<http://www.goosystemsglobal.com/>



What if I could just have her follow me around from her kitchen table?

About

Team presence where needed. | Beam is a vehicle for effective presence everywhere the action is happening.

Company

SuitableTechnologies

URL

<https://www.suitabletech.com/beam/>



A black and white photograph of a closed door. The door has a vertical handle on the left side and a lock mechanism on the right side. The door is slightly ajar, revealing a dark interior. The text "Lock up & headed out" is overlaid on the bottom left of the image.

Lock up & headed out

What if autonomous killer robots were running around or even stationary?

About

The Super aEgis 2 is an autonomous robot sentry gun developed by South Korean gun maker DoDAMM. It can autonomously lock on to human targets from several kilometers away.

Company

DoDAMM

URL

<http://www.dodaam.com/eng/sub2/menu2.php>



What if we knew who was likely to break in before it happened ?

About

(FAST) "Future Attribute Screening Technology" program assesses "physiological and behavioral signals" to determine the probability that an individual might commit a crime.

Company

Department of Homeland Security

URL

<https://epic.org/foia/dhs/fast/default.html>





Running Late

What if I could teleport to grandmas?

Teleportation Trials

An international team of researchers, including physicists from the University of Vienna and the Austrian Academy of Sciences, has achieved quantum teleportation over a record distance of 143 kilometers.

URL

<http://www.redorbit.com/news/technology/1112688718/quantum-teleportation-record-set-090612/>



What if I could just fly there in my car?

About

Terrafugia (ter-ra-FOO-gee-ah) intends to catalyze a revolution in personal mobility. Our vehicles bring a new level of safety, convenience, and freedom to personal transportation.

We have been dreaming about flying cars since the turn of the 20th century. The Transition® street-legal airplane is the first step on the road to the practical flying car.

Company

Terrafugia

URL

<http://www.terrafugia.com/>



What if a self driving car could just come pick me up?

About

EO smart connecting car 2
Highly flexible and modular robotic car.

Contact

Dipl.-Inform.Timo Birnschein

URL

<http://robotik.dfki-bremen.de/en/research/robot-systems/eo-smart-connecting-3.html>



What if I could have a party on my commute?

About

The Mercedes-Benz F 015 Luxury in Motion research car and its immersive user experience is an innovative perspective into the future of mobility.

Company

Mercedes

URL

<https://www.mercedes-benz.com/en/mercedes-benz/innovation/research-vehicle-f-015-luxury-in-motion/>



What if the roads were solar powered and smart?

About

How about this for a long term advantage: an electric road allows all-electric vehicles to recharge anywhere: rest stops, parking lots, etc. They would then have the same range as a gasoline-powered vehicle. Internal combustion engines would become obsolete. Our dependency on oil would come to an abrupt end.

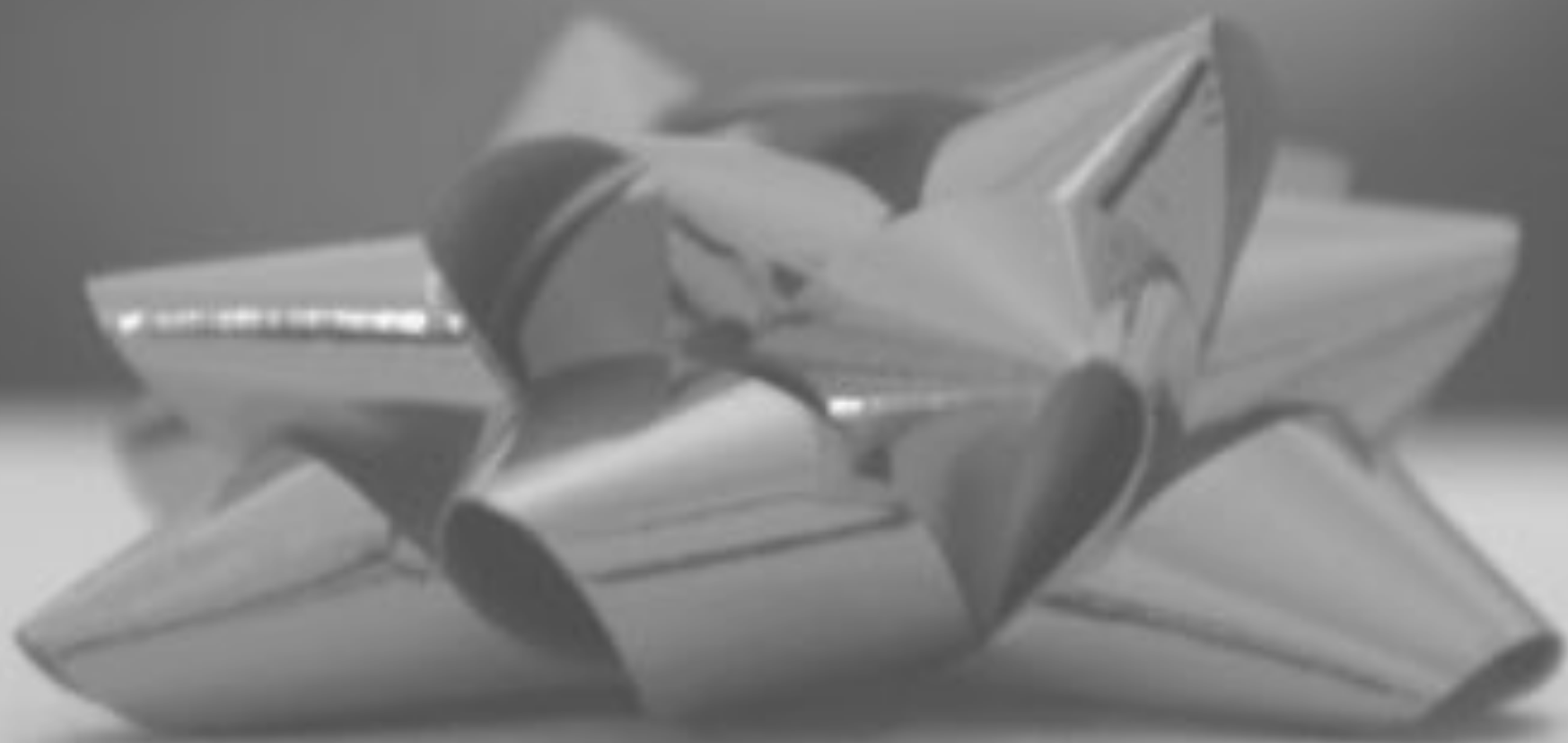
Creators

Julie and Scott Brusaw Co-inventors

URL

<http://www.solarroadways.com/intro.shtml>





Still need to think of a gift...

What if you could mine for rare minerals on moving asteroids?

About

Any asteroid resources obtained in outer space are the property of the entity that obtained such resources, which shall be entitled to all property rights thereto, consistent with applicable provisions of Federal law.

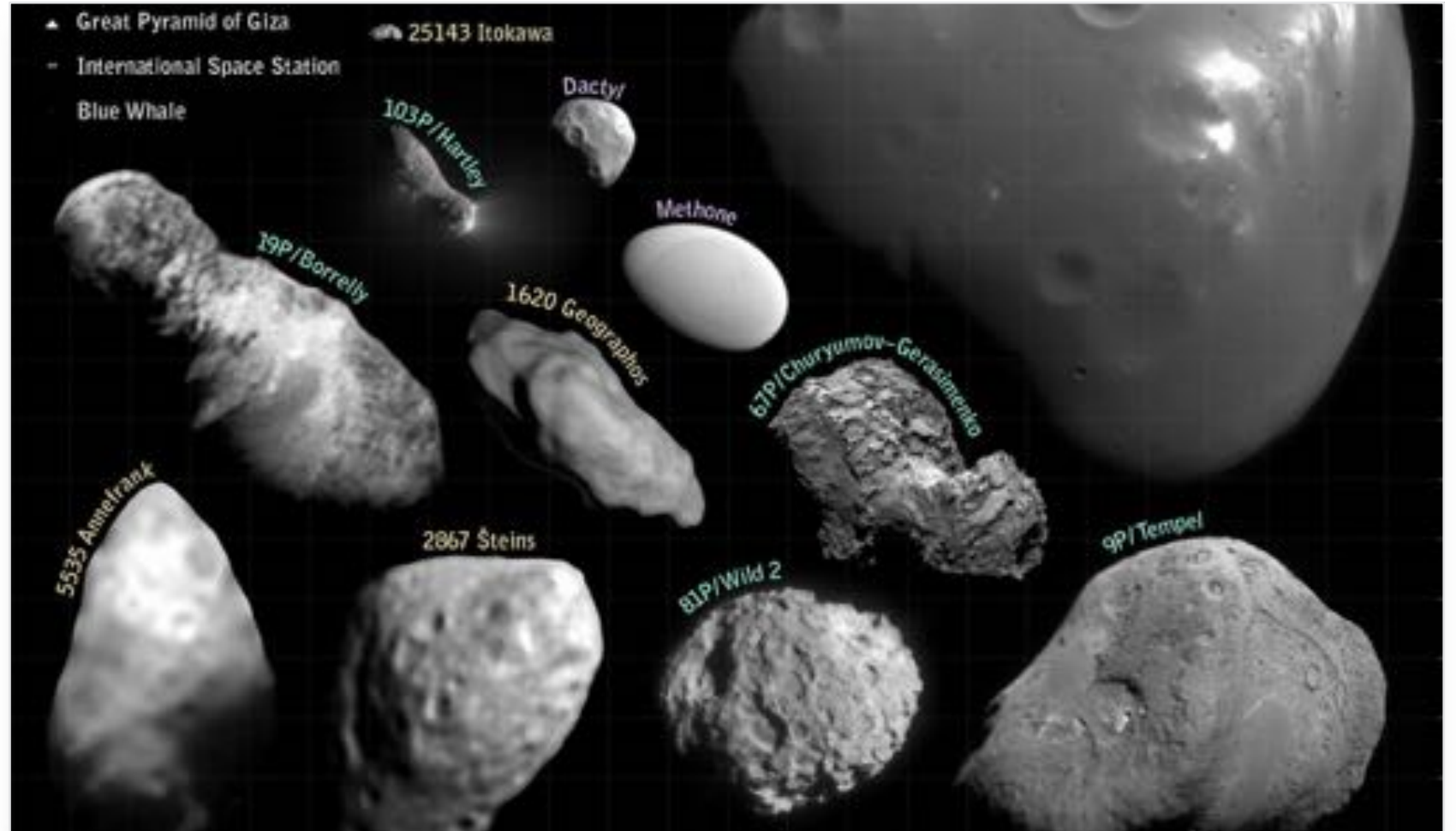
Creators

H.R. 1508

Mr. Posey (for himself and Mr. Kilmer)

URL

[https://
www.govtrack.us/congress/bills/114/
hr1508/text](https://www.govtrack.us/congress/bills/114/hr1508/text)



What if I could get her a pair of touch & gesture sensitive jeans?

About

Project Jacquard makes it possible to weave touch and gesture interactivity into any textile using standard, industrial looms.

Everyday objects such as clothes and furniture can be transformed into interactive surfaces.

Company

Google & Levis

URL

[https://
www.google.com/atap/project-
jacquard/](https://www.google.com/atap/project-jacquard/)



What if I could play holographic chess like Star Wars?

About

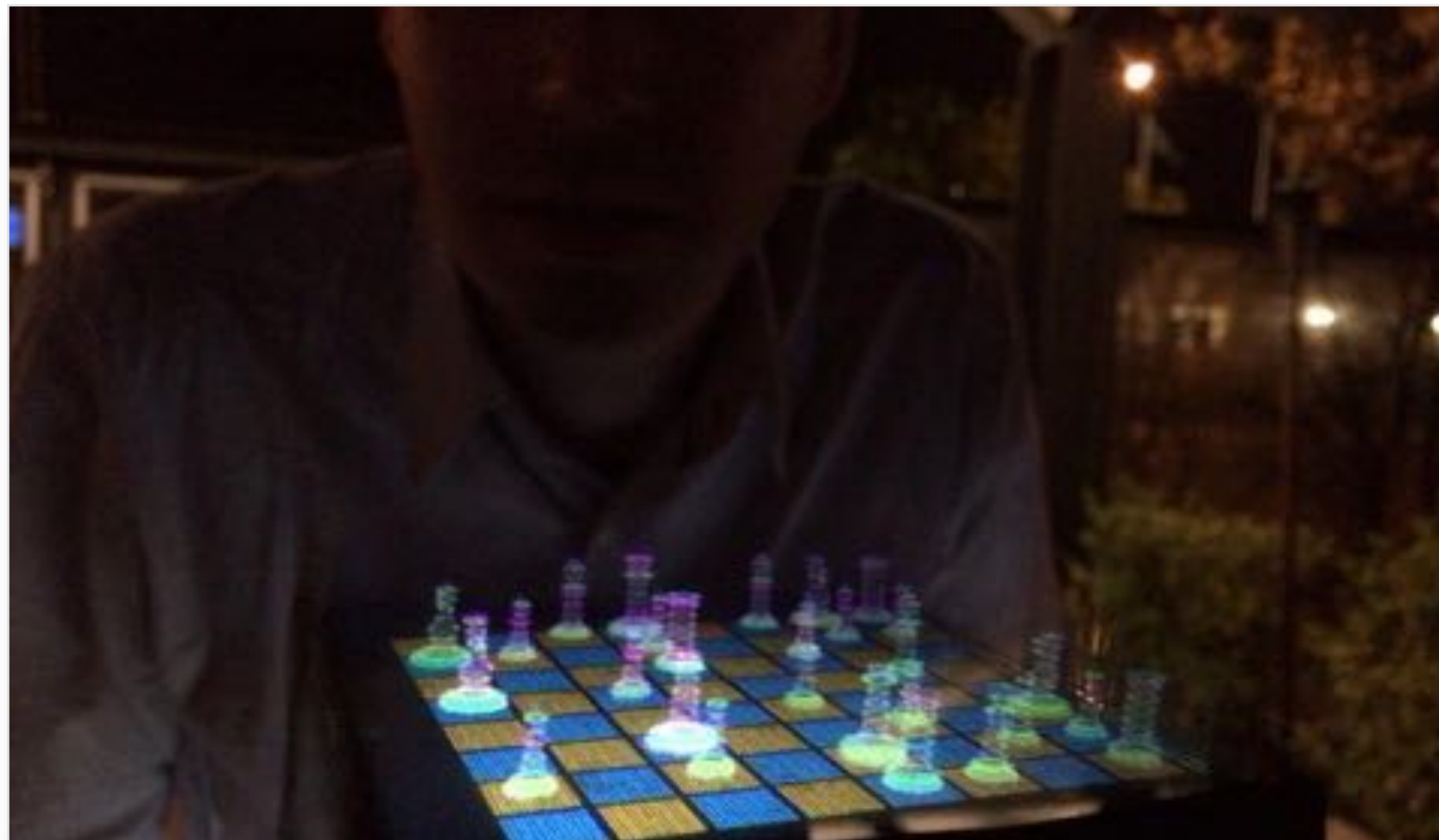
Voxiebox is uniquely capable of generating points of light within a volume of space, and in doing so enables the creation of truly 3D experiences that can be viewed from any angle without special glasses.

Company

Voxiebox

URL

<http://voxiebox.com>



What if I could clone her dog?

About

BioArts International is a startup focusing on unique, untapped biotech markets.

BioArts is based in MillValley, California, near San Francisco.

Company

BioArts International

URL

<http://www.bioartsinternational.com>



What if moving robot shelves could come to me?

About

Kiva uses game-changing automation technology for fulfillment centers that helps Amazon simplify operations and reduce costs while increasing strategic flexibility.

Company

Kiva Systems

URL

<http://www.kivasystems.com/>



What if I could print out a new body part?

About

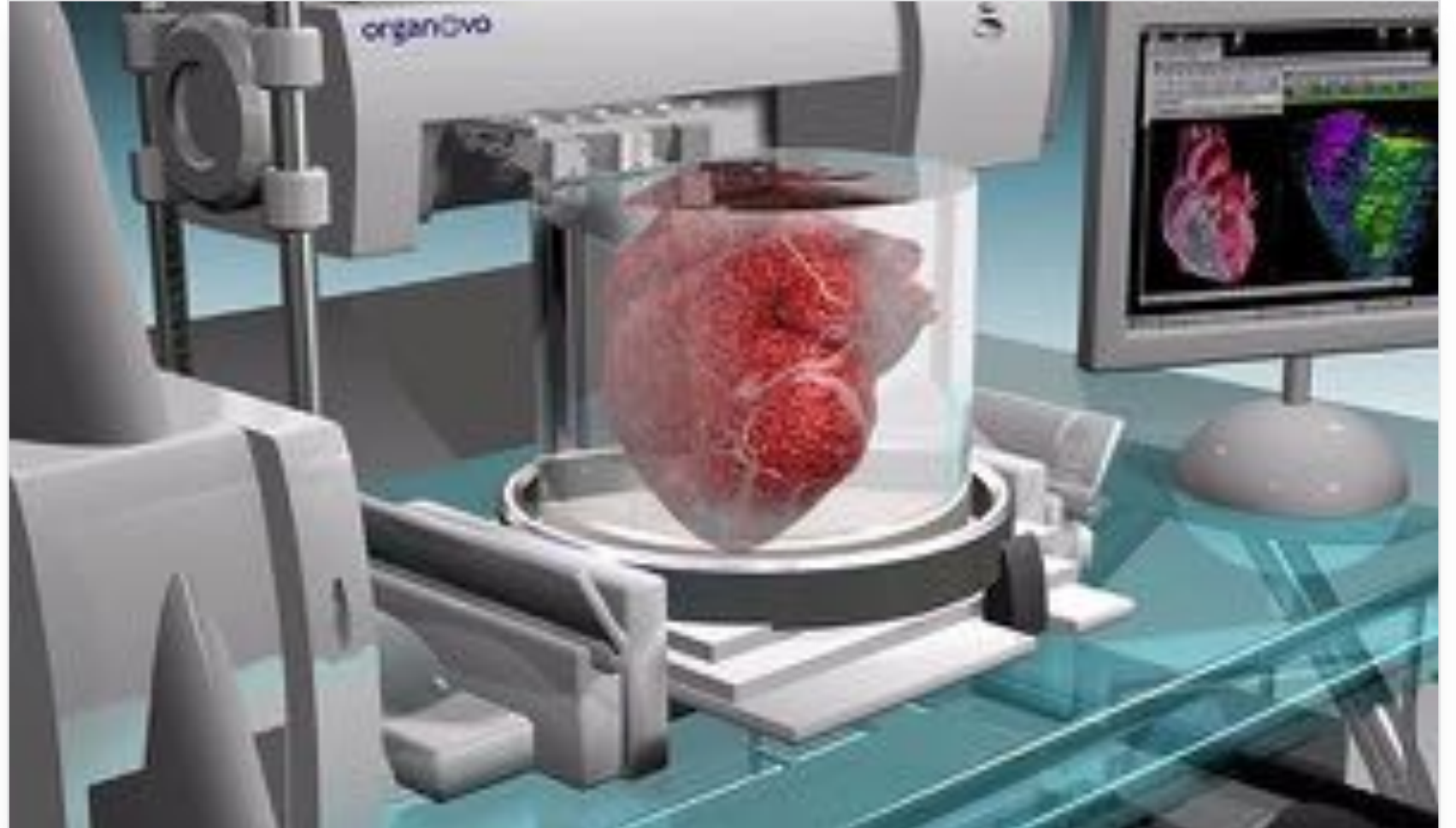
Organovo designs and creates multi-cellular, dynamic and functional human tissues for use in drug discovery and medical research.

Company

Organovo

URL

<http://www.organovo.com/>



What if we could keep grandma and her memories around a little while longer?

About

The Alcor Life Extension Foundation is the world leader in cryonics, cryonics research, and cryonics technology.

Company

Alcor

URL

<http://www.alcor.org>





Finally get there...

WRONG

DAY

GO

BACK

Then I realized...doh!



F*%K UP

Big risks

Dumb mistakes

Lot of careers

(showbiz gofer, chef, combat veteran, designer since mid 90's)

Interests & Goals:

- Mentor, Inspire & set others up for success
- Help humanity through tech
- Behavior Design
- Trigger dopamine

What if I could force an attitude adjustment?

About

Born out of a fascination with how neuroscience can impact daily life, Thync was co-founded in 2011 by experts in the fields of neurobiology, neuroscience and consumer electronics from institutions that include MIT, Harvard, and Stanford Universities.

Company

Thync

URL

<http://www.thync.com/>





It's All Real

“It is an **exciting time to be alive.** We seem to be on the edge of limitless technology.

I wonder if we are **trying to solve the right problems?**

How many people want to see another Instagram or uber clone?”



Energy Water Food
Environment

Poverty
Terrorism & War
Disease
Education
Democracy
Population

What's really important?

Lack Of Innovation?

Apple Loses \$37BN in Value Due to Lack of Innovation

<http://www.ibtimes.co.uk/apple-loses-37bn-value-due-lack-innovation-1449539>

Lack of innovation is the biggest threat to care providers

<http://www.theguardian.com/social-care-network/2014/jan/30/lack-innovation-threat-care-providers>

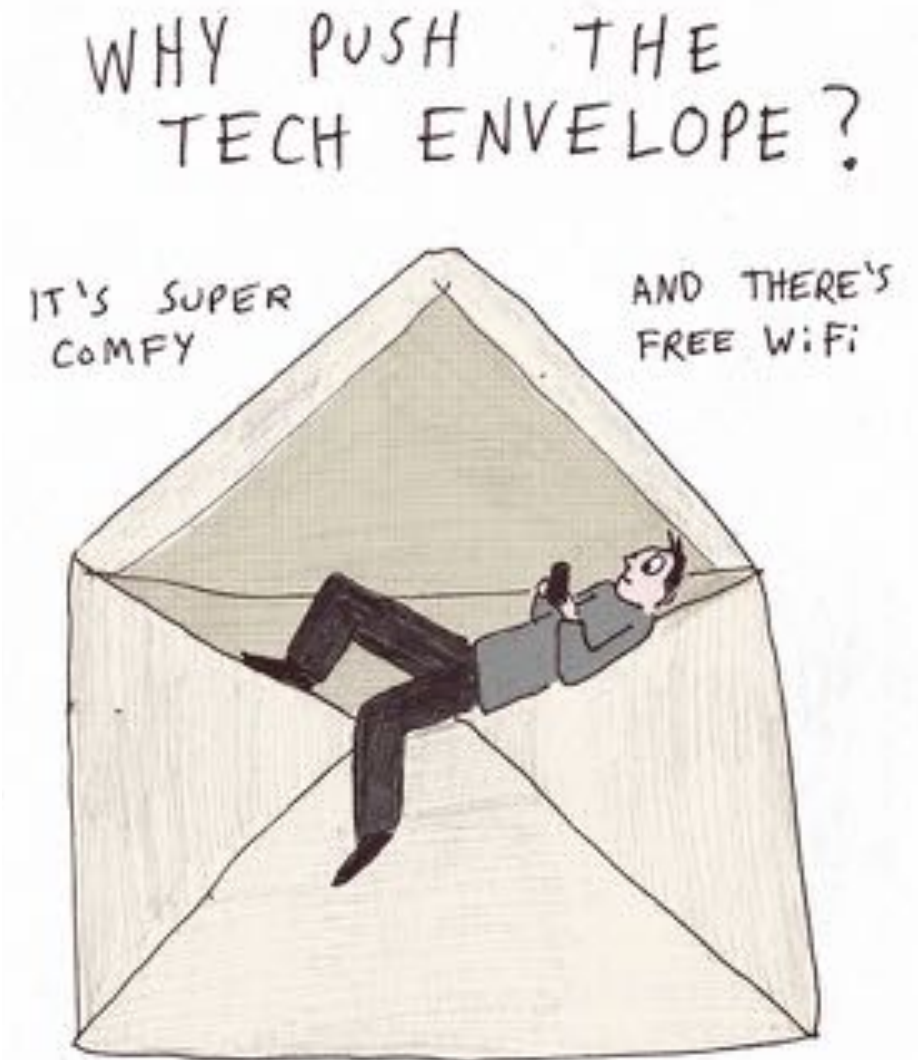
One of the reasons for lack
of innovation in the Valley
is that entrepreneurs are
not exposed to enough
real-world problems


<http://thenextweb.com/entrepreneur/2011/07/13/the-problem-with-silicon-valley-is-itself/>

Lack Of Innovation?

Michael Arrington's latest complaint that he's bored with what currently passes for innovation, there is a growing chorus of people voicing their disappointment with Silicon Valley's inability to push the envelope.

<http://pando.com/2013/01/03/why-silicon-valley-innovation-has-stalled/>





“Our wants, dreams, personalities, and desires have probably not changed much in 100,000 years. We probably still think like our caveman ancestors.

-Dr. Michio Kaku, The Caveman Principle

Great Ideas? The Human OS



Solution?



Brainstorming?

The problem is, traditional brainstorming sessions are rarely the best way to ensure innovation.

Forbes: Why most brainstorming sessions are useless

Anything, even doing laundry, will help you dream up new ideas better than sitting in a meeting...

Debra Kaye: Why innovation by brainstorming doesn't work

Group brainstorming exercises can lead to fixation on only one idea or possibly blocking out other possibilities, leading to conformity of ideas

Wired For Success : Why brainstorming doesn't improve productivity or creativity.

Brainstorming? Well, sort of but framed.



Resources

GameStorming

- A Playbook for Innovators, Rulebreakers, and Changemakers
- Book by David Gray, James Macanufo, and Sunni Brown

Innovation Games

- Creating Breakthrough Products Through Collaborative Play
- Book by Luke Hohmann

Thinkertoys

- A Handbook of Creative-Thinking Techniques
- Book by Michael Michalko



<http://bitly.com/SUPERCOOL>

Tools You'll Need

1. Pens
2. Post-its
3. Butcher paper
4. Masking tape
5. Dry erase markers
6. Mental notes



A black and white photograph of a single incandescent lightbulb hanging from a wooden ceiling. The lightbulb is illuminated, casting a bright glow. The wooden ceiling has a visible grain pattern. The lightbulb is centered in the upper half of the frame.

Building A Culture of Innovation

Scenario:

- First week on the job
- Company is not innovative
- You have full autonomy to make it so
- What do you do?

Step By Step

Building a
culture of
innovation

1. Schedule weekly innovation meetings.
 - Don't mention "games" in meeting invite.
 - Incentivize games
2. Advertise innovation
 - Buy display boards. Post weekly meeting outcomes in visible location.
 - Demo innovations at weekly all hands.
3. Institute quarterly hackathons
 - One day - company wide
 - Incentivize

Scenario:

- Google has asked you to improve the Gmail compose experience.
- Will not give you access to user data

Improve Gmail Compose Experience

Research

Conduct own
usability test
with own
users

Identify
existing
painpoints

Innovation Games

Empathy Map

Worst
nightmare

Give them a
hot tub

Scenario:

- Uber has asked your team to envision the future of the product and what the next version could look like.
- Full access to user data & insights

Envision UBER future-vision

Research

Identify
existing areas
of success and
pain

Innovation Games

Remember the
future

Give them a
hot tub

Scenario:

- The CEO has tasked you with finding out why the company is not successful or why it can't keep top talent etc. to compete in the marketplace.

Identify Cause of Problems

Innovation Games

Speed Boat

THE GAMES

A brief overview

THE GAMES

A brief overview

AFFINITY MAPPING

Innovation Game

How to we make housing affordable in San Francisco?

Affinity Mapping

How it works

1. Multiple rounds each 5 minutes each
2. Write as many ideas related to the question or problem (on postits)
3. Paste on wall / whiteboard
4. Cluster
5. Extract themes
6. Prioritize
7. Create action or solution plan

How to we make housing affordable in San Francisco?

Affinity Mapping

Move tech offices to Treasure Island - build tech housing

More SRO's with bed pods

Earthquake

Tech housing on barges

Move hubs to underdeveloped areas

New laws that protect residents

New housing with modular units - size of shipping container

More communal living with workspaces

Massive earthquake - hope noone gets hurt

Tiny houses

Dollar crash

Housing is provided by companies

We're doomed

Economic crash

How to we make housing affordable in San Fran

More SRO's with bed pods

Tiny houses

New housing with modular units - size of shipping container

Tech housing on barges

Housing is provided by companies

More communal living with workspaces

Move hubs to underdeveloped areas

Move tech offices to Treasure Island - build tech housing

New laws that protect residents

Economic crash

Dollar crash

Earthquake

Massive earthquake - hope noone gets hurt

We're doomed



Goal

- Use outrageous features to discover hidden breakthroughs

GIVE THEM A HOT TUB

Innovation Game

Improve Gmail Compose



Give Them
A Hot Tub

How it works

1. Time: 5 minutes
2. Multiple rounds as needed
3. Write several features on post-its. One per.
4. The more outrageous the better (hot tub integration)
5. Cluster into categories
6. Extract (excel)
7. Prioritize
8. Add to roadmap

Improve Gmail Compose



Give Them
A Hot Tub

Recommends
new words
that make me
look smarter

Pre-populates
copy for
people I email
the most

Sends me a
visual
breakdown of
importance.

Weekly
analytics of
recurring word
use and
grammar re.

Every email
sent donates .5
to charity of
choice

Never ~~leaking~~ - it
sends on my
behalf

Recommends
mentioning
personal info
of sender that
makes happy

Emotional state
aware.
Adjusts mails
accordingly

Suggested
rephrasing
based on
goals: career
driven

Signature
templates

Auto themes
for friends

Tone Checker :
This might
hurt feelings.
Rephrasing for
sender

Custom sounds
for family

1. Email Compose

Weekly analytics of recurring word use and grammar re.

Sends me a visual breakdown of importance.

Pre-populates copy for people I email the most

Never ~~ask~~ - it sends on my behalf

Recommends mentioning personal info of sender that makes happy

Emotional state aware. Adjusts mails accordingly

Tone Checker. This might hurt feelings. Rephrasing for sender

Suggested rephrasing based on goals: career driven

Recommends new words that make me look smarter

Signature template

Every email sent donates .5 to charity of choice

Auto themes for friends

Custom sounds for family

Goal

- Envision future success

REMEMBER THE FUTURE

Innovation Game



UBER in 5 years



Remember
The future

How it works

1. Time: 5 minutes
2. Multiple rounds as needed
3. Imagine that it's sometime in the future. You've been using the feature or product for sometime now.
4. On post-its (one per) write down what the product or feature will have done to make you happy
5. Cluster into categories
6. Extract (excel)
7. Prioritize

UBER in 5 years



Driverless

Long distance
& vacation
travel

Googlemaps
integration.

Remember
The future

Moving parties

Moving into
airline & bus
space

Knows my
preferences
and pre-
enables

Rocking GPS

Comes
with
vomit bags

Recurrin
g
scheduled
pickups

Meals on
wheels -
literally

Package
delivery

Drivers have
to take local
street test

IoT integration
with home and
wearables

Long distance
& vacation
travel

yes

Moving into
airline & bus
space



Googlemaps
integration.

Rocking GPS

Remember
The future

Moving parties

Recurrin
g
scheduled
pickups

Knows my
preferences
and pre-
enables

Comes
with
vomit bags

Meals on
wheels -
literally

Package
delivery

Driverless

Drivers have
to take local
street test

IoT integration
with home and
wearables



MY WORST NIGHTMARE

Innovation Game

Improve Gmail Compose



My Worst
Nightmare

How it works

1. Time: 5 minute
2. Multiple rounds as needed
3. Imagine your "worst nightmare" related to the product, service, system, or offering
4. Example: A "worst nightmare" sports drink might induce vomiting, cause dehydration, or simply taste bad.
5. Cluster into emotional themes
6. Extract (excel)
7. Create action plan to avoid creating worst nightmares

Improve Gmail Compose



My Worst
Nightmare

Misspells
words that are
fine

Sends
messages to
old girlfriends

Sends me to
spam

Makes me feel
stupid

Makes emails
public

Hides in my
closet

Imports and
attaches
photos

Shocks me
when I hit
compose

Forwards my
emails to
unwanted

Emails to mom
get sent to
trash

Tricks me into
giving away
sensitive info

Deducts ~~my~~
without my
knowledge

Mail Cor

Sends me to spam

Forwards my emails to unwanted

Makes emails public

Sends messages to old girlfriends

My Worst Nightmare

Emails to mom get sent to trash

Tricks me into giving away sensitive info

Imports and attaches photos

Shocks me when I hit compose

Hides in my closet

Makes me feel / look stupid

Misspells words that are fine

Deducts ~~my~~ without my knowledge

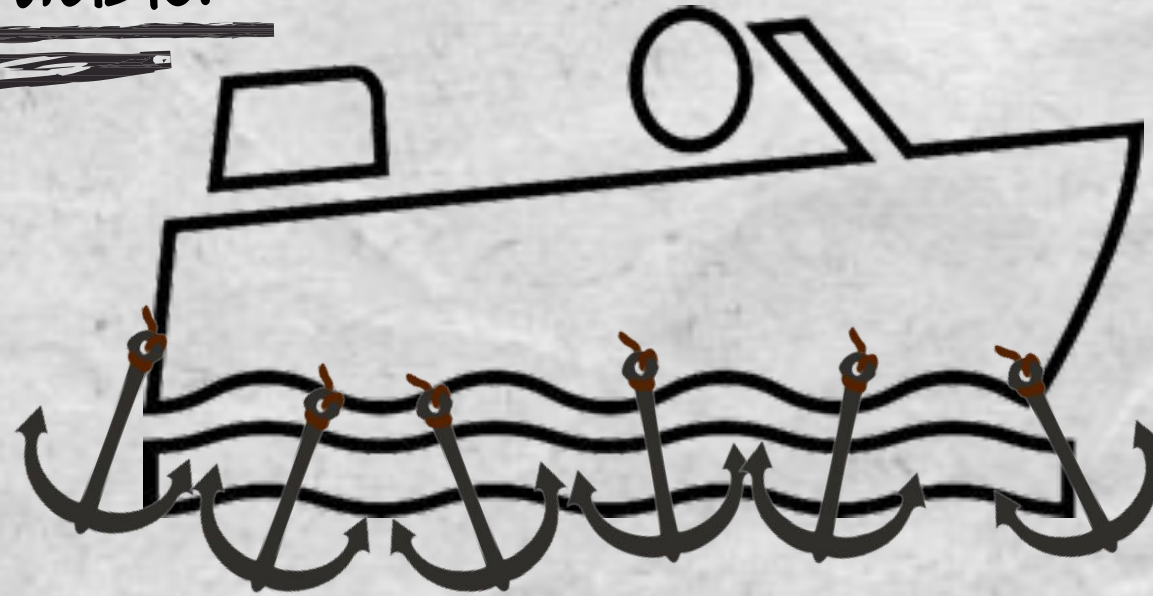


SPEED BOAT

Innovation Game

Why aren't we profitable?

Speedboat



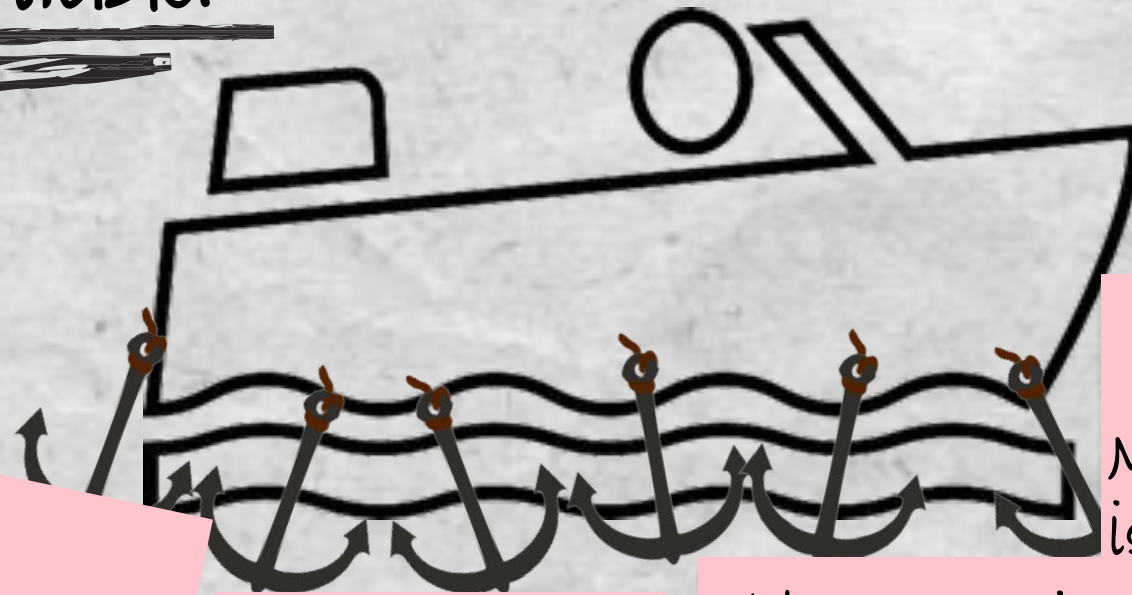
How it works

Goal: Identify anchors keeping you from moving fast

1. Time: 5 minutes
2. Write as many ideas related to the problem each on a separate postit
3. Cluster
4. Extract (excel), prioritize and create solutions.

Why aren't we profitable?

Speedboat



Homepage is not clear

Marketing efforts need to be social?

Marketplace isn't ready

Value prop is weak and not clear what problem we're solving

No demand?

Free lunches

Lack of engineering talent

No clear CTA

Competitors have better technology

Wasting time doing this activity

New CEO

Why aren't we profitable?

Homepage is
not clear

No clear CTA

Value prop is
weak and not
clear what
problem we're
solving

Marketing
efforts need
to be social?

Marketplace
isn't ready

Competitors
have better
technology

No demand?

New CEO

Lack of
engineering
talent

Free lunches

Wasting time
doing this
activity

boat

Goal

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

What does she
**THINK AND
FEEL?**

what really counts
major preoccupations
worries & aspirations

What does she
HEAR?

what friends say
what boss says
what influencers say

What does she
SEE?

environment
friends
what the market offers

What does she
SAY AND

DO?

what she says
what she does

behavior towards others

EMPATHY MAP

Innovation Game

From "Gamestorming"

(person known to the group)
(title)

Empathy
Map

EMPATHY MAP

JACK

VP of Sales

HEARING

SEEING

SAYING

FEELING

DOING

Hearing X

Hearing Y

Hearing Z

Thinking X

Seeing X

Seeing Y

Saying X

Saying Y

Feeling

Doing



A hand-drawn sketch of a game board, likely for a board game. The sketch is on a light-colored paper with dark lines and text. It features several rectangular and irregular shapes representing game areas. Arrows indicate movement or flow between these areas. Labels include 'James' in the top left, 'Audible' in the top right, 'Audible 2' in the middle right, and 'Audible 3' in the bottom right. There are also some numbers and symbols like '100', '1000', and '10000'. The drawing is somewhat messy and appears to be a preliminary sketch.

WHOSE DESIGN IS IT ANYWAY?

Innovation Game

Whose Design Is It Anyway?

How it works

1. The audience, team, class is asked to come up with (in this order)
2. One Random problem to solve
3. Four random features or requirements
4. Three random design principles or success criteria
5. One random platform
6. Each person has 10 minutes to sketch a solution
7. When time is up each person will present outcomes

Whose Design Is It Anyway?

Problem to solve

1. Homelessness

Features

1. Must levitate
2. Be edible
3. Water proof
4. Biodegradable

Design Principles

1. Social proof
2. Variable reward
3. Delightners

Platform

1. Apple watch

Your Great Product Idea



Whose Design Is It Anyway?



Activity

- Ask your your team to imagine that they're selling their product at a tradeshow, retail outlet, or public market. Give them a few cardboard boxes and ask them to literally design a product box that they would buy.

PRODUCT BOX

Innovation Game



PRODUCT BOX

Innovation Game

Product Box





Our future depends on people like you.
The world needs you to be fearless in
your innovation.

Remember: The human OS hasn't changed in thousands of years.

Thank You!

Ben Sykes
(650) 681-9016

 @bensykes

...and now you have my
phone number 😁