



Discover Your Next BIG Idea Blueprint™



1. Mapping Your Idea

- Set the Long-term Goal
- Flowchart the Journey
- Ask Industry Experts
- Construct "How Might We"

OUTCOME: Idea Identified



2. Storyboarding Your Idea

- Demo Ideas from Different Areas
- Sketch 3-Part Solutions
- Speed critique the Sketches
- Storyboard the User Journey

OUTCOME: Idea Storyboarded



3. Prototyping Your BIG Idea

- Assign Prototyping Roles
- Break the Storyboard into Scenes
- Stitch the Prototype together
- Trial run the Prototype

OUTCOME: Idea Prototyped



4. Validating Your BIG Idea

- Set up the Interview Room
- Stream the Interviews to Team
- Present Prototype to Customers
- Conduct the Five-Act Interview

OUTCOME: Prototype Validated