# IDEATION CANVAS

**1** — 5 min
- Select the **Care Recipient**(s) you have agreed to focus on. Select the **Caregiver**(s) if you wish.
- Select at least one **SCENARIO** that you would love to help them.
- Select at least one **CONTEXT** in which the scenario(s) take place.
- Reselect the cards if you think they can not match each other.

**2** — 10 min
- Select a provided **JOURNEY MAP** and add whatever you want, or draw your own map.
- Imagine the physical interaction of the scenario(s). Use **BUTTON**s to represent the users.

**3** — 30 min
- Select **TECHNICAL OPPORTUNITY** cards to see how different technologies can help solve the problem.
- Simulate the user journey with the buttons.
- Plot data flows and user interactions on the map.

**4** — 10 min
- Describe and illustrate your idea by telling a story.
- Write or draw your story on the storyboard

**5** — 5 min
- Summary and sharpen your concept through the concept definition.

## 1 USER

**USER** · CARE RECIPIENT

**USER** · CAREGIVER

## SCENARIO

**SCENARIO**

**SCENARIO**

## CONTEXT

**CONTEXT**

**CONTEXT**

## 2 JOURNEY MAP

## TECHNICAL OPPORTUNITY 3

**TECHNICAL OPPORTUNITY**

**TECHNICAL OPPORTUNITY**

## 4 STORYBOARD

## 5 CONCEPT DEFINITION

_____ (and) _____
care recipient(s) — the caregiver(s)

need a way to _____

_____.
address this/these need(s)

We can use _____
these technologies

so they can _____

_____

_____.
benefit in this way