

How might we improve the experience of checking in at the airport?

Analogous Situations

One of the best ways to innovate is to look for inspiration from different fields. The simple act of looking for ideas in a different context can bring to mind lots of new ideas. For example, a surgeon can get insights about organizing his or her medical supplies by visiting a hardware store; an airline employee might get ideas about check-in by observing a hotel front desk.

To identify inspirational analogous settings, list all the distinct activities (verbs) or emotions (nouns) you can think of for that setting. In a car wash, for example, activities include waiting in line, washing, drying, and paying. Good analogous settings would include some or all of those activities — for example, getting a hair cut or going to a laundromat.

What activities & emotions comprise this experience?

arriving

waiting in line

feeling anxious

Brainstorm other situations which incorporate similar activities.

hotels

movie theaters



How might we help people choose the right product for their needs?

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What activities & emotions comprise this experience?

researching
 sorting
 confusion

Brainstorm other situations which incorporate similar activities.

library
 Internet search engine



How might we improve the emergency room experience?

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What activities & emotions comprise this experience?

waiting

wondering

feeling anxious

Brainstorm other situations which incorporate similar activities.

cars at a toll booth

delayed flights at airport



How might we improve the relationship between pets and owners?

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What activities & emotions comprise this experience?

communicating
care taking

Brainstorm other situations which incorporate similar activities.

therapy



Extreme Customers

Typically, businesses design for who they see as their main customer. Identifying and interviewing individuals who are extremely familiar or completely unfamiliar with a product or service will often highlight key issues of the design challenge, and provide valuable insight for improvement!



Who do you think the typical customer is for this service?

Imagine who extreme customers might be.

Consider physical, cognitive, social, and cultural factors.

Someone who is completely unfamiliar with this service

Someone who wouldn't care about this service at all

Someone who would intentionally choose not to use this service

Someone who is extremely familiar with this service

Someone who has highly refined and particular needs

Someone who demonstrates radical behaviors related to this service



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Who do you think the typical customer is for this product?

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Someone who is completely unfamiliar with this product

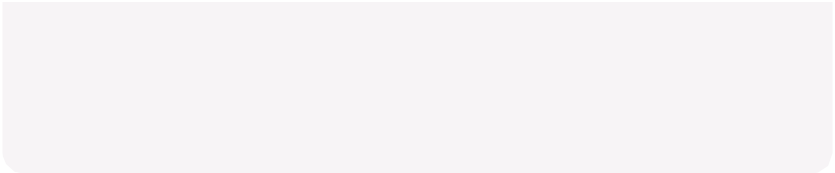
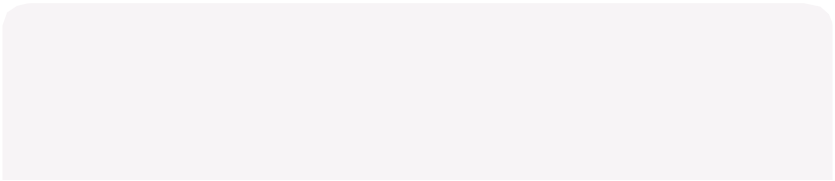
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