

Design Thinking: Brainstorming Sheets - Concepts



INSPIRATION

Research + Data Collection: Identify your community's assets (strengths), challenges (wants).

Assets

+

Challenges



IDEATION

Concept Generation: Consider how your assets and challenges can be combined to generate a long term vision and short term tactics.

Long Term Vision/ Goal

Example:

Long Term Vision: Creating more opportunities for recreation in our neighborhood.

Tactics:

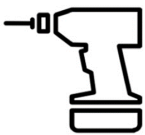
1. Start a walking/jogging club
2. Host open hours in the gym/ basketball court during the winter
3. Install recreation stations (including play spaces and adult exercise equipment) throughout the neighborhood

Tactic 1

Tactic 2

Tactic 3

Short Term Tactics



IMPLEMENTATION

Take Action: Brainstorm next steps (or action items) and deadlines for completing your project or implementing a specific tactic. (These could include identifying and approaching potential partners, locating funding sources, establishing a project budget or timeline, etc.)



INVESTIGATION

Track: Consider potential metrics for success: What will you plan to track (metrics) and how will you collect and record that data (methods)? You may want to think about both long and short-term outcomes.

Metrics

Methods

Design Thinking: Brainstorming Sheets - Partners



PARTNERS (& FUNDERS)

Identify potential partners + funders

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



PARTNER RESOURCES, SKILLS + EXPERTISE

List each of your potential partners' resources as well as skills & areas of expertise.

Keep in mind that resources are not only monetary, but can also include relationships, influence, access to volunteers, etc.

Resources

Skills + Areas Expertise

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. _ 2. _ 3. _ 4. _ 5. _ 6. _ | <ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ |
|--|--|



ALIGNMENT (PARTNER AGENDAS)

It's important to establish win: win relationships that benefit both you and your partners.

Identify your partners' agendas (goals and wants), taking into consideration how your project might support or compliment their interests.

Agenda

Areas of Alignment

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. _ 2. _ 3. _ 4. _ 5. _ 6. _ | <ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ |
|--|--|

ROLES

Given what you've determined about each of your potential partners, determine what role(s) you think they could occupy for your project. (i.e. funders, advisors, advocates, researchers, volunteers, coordinators, designers, etc.)

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ | <ol style="list-style-type: none"> 4. _____ 5. _____ 6. _____ |
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