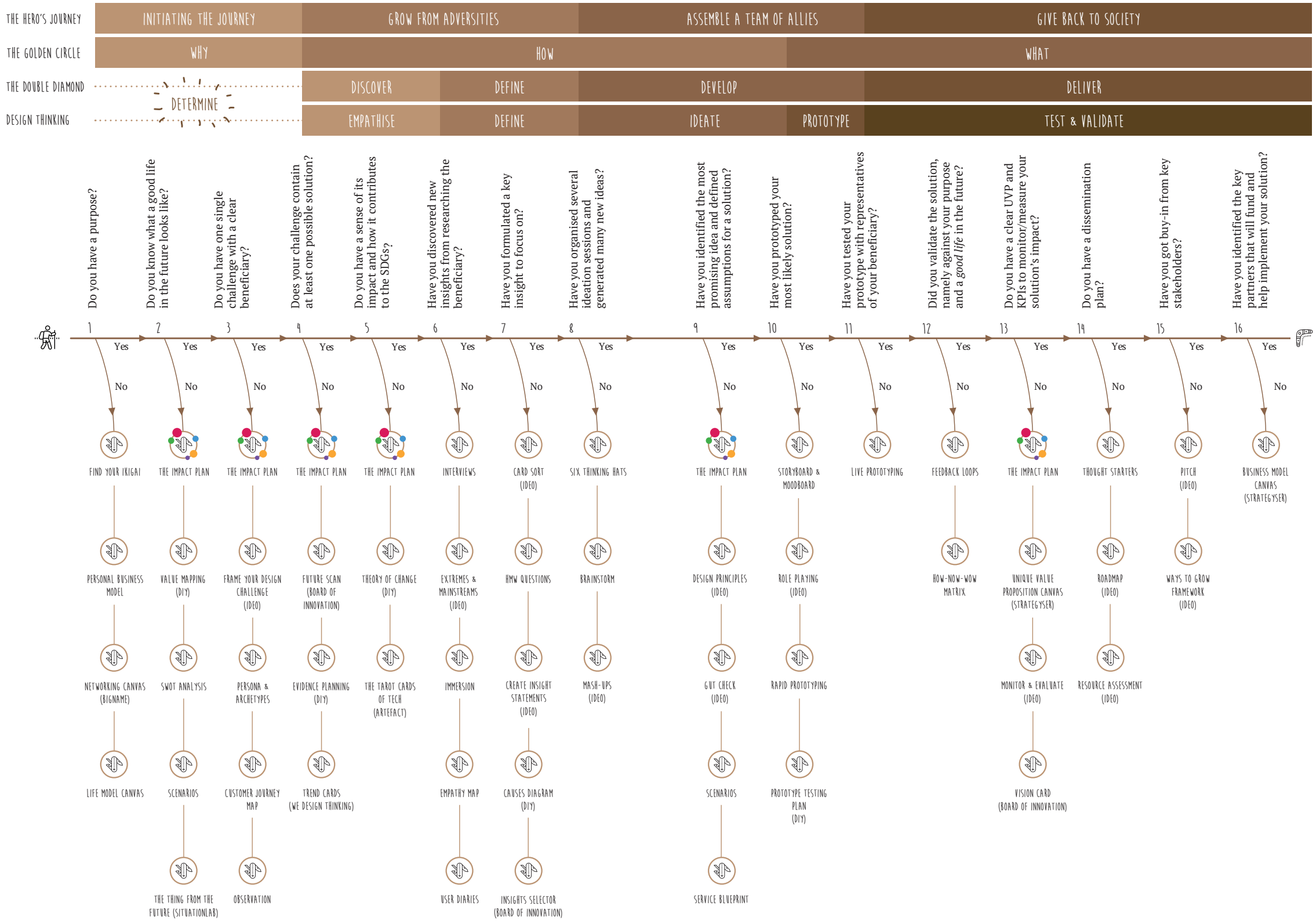
THE HERO'S JOURNEY
INITIATING THE JOURNEY
GROW FROM ADVERSITIES
ASSEMBLE A TEAM OF ALLIES
GIVE BACK TO SOCIETY
THE GOLDEN CIRCLE
WHY
HOW
WHAT
THE DOUBLE DIAMOND
DETERMINE
DISCOVER
DEFINE
DEVELOP
DELIVER
DESIGN THINKING
EMPATHISE
DEFINE
IDEATE
PROTOTYPE
TEST & VALIDATE
1 Do you have a purpose?
2 Do you know what a good life in the future looks like?
3 Do you have one single challenge with a clear beneficiary?
4 Does your challenge contain at least one possible solution?
5 Do you have a sense of its impact and how it contributes to the SDGs?
6 Have you discovered new insights from researching the beneficiary?
7 Have you formulated a key insight to focus on?
8 Have you organised several ideation sessions and generated many new ideas?
9 Have you identified the most promising idea and defined assumptions for a solution?
10 Have you prototyped your most likely solution?
11 Have you tested your prototype with representatives of your beneficiary?
12 Did you validate the solution, namely against your purpose and a good life in the future?
13 Do you have a clear UVP and KPIs to monitor/measure your solution's impact?
14 Do you have a dissemination plan?
15 Have you got buy-in from key stakeholders?
16 Have you identified the key partners that will fund and help implement your solution?
Yes
No
FIND YOUR IKIGAI
PERSONAL BUSINESS MODEL
NETWORKING CANVAS (BIGNAME)
LIFE MODEL CANVAS
THE IMPACT PLAN
VALUE MAPPING (DIY)
SWOT ANALYSIS
SCENARIOS
THE THING FROM THE FUTURE (SITUATIONLAB)
THE IMPACT PLAN
FRAME YOUR DESIGN CHALLENGE (IDEO)
PERSONA & ARCHETYPES
CUSTOMER JOURNEY MAP
OBSERVATION
THE IMPACT PLAN
FUTURE SCAN (BOARD OF INNOVATION)
EVIDENCE PLANNING (DIY)
TREND CARDS (WE DESIGN THINKING)
THE IMPACT PLAN
THEORY OF CHANGE (DIY)
THE TAROT CARDS OF TECH (ARTEFACT)
INTERVIEWS
EXTREMES & MAINSTREAMS (IDEO)
IMMERSION
EMPATHY MAP
USER DIARIES
CARD SORT (IDEO)
HMW QUESTIONS
CREATE INSIGHT STATEMENTS (IDEO)
CAUSES DIAGRAM (DIY)
INSIGHTS SELECTOR (BOARD OF INNOVATION)
SIX THINKING HATS
BRAINSTORM
MASH-UPS (IDEO)
THE IMPACT PLAN
DESIGN PRINCIPLES (IDEO)
GUT CHECK (IDEO)
SCENARIOS
SERVICE BLUEPRINT
STORYBOARD & MOODBOARD
ROLE PLAYING (IDEO)
RAPID PROTOTYPING
PROTOTYPE TESTING PLAN (DIY)
LIVE PROTOTYPING
FEEDBACK LOOPS
HOW-NOW-WOW MATRIX
THE IMPACT PLAN
UNIQUE VALUE PROPOSITION CANVAS (STRATEGYSER)
MONITOR & EVALUATE (IDEO)
VISION CARD (BOARD OF INNOVATION)
THOUGHT STARTERS
ROADMAP (IDEO)
RESOURCE ASSESSMENT (IDEO)
PITCH (IDEO)
WAYS TO GROW FRAMEWORK (IDEO)
BUSINESS MODEL CANVAS (STRATEGYSER)