

TOOLKIT

Big Idea Vignettes

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INTRODUCTION

Why do we do this activity?

Rapidly diverge on a breadth of possible solutions to meet your users' needs.

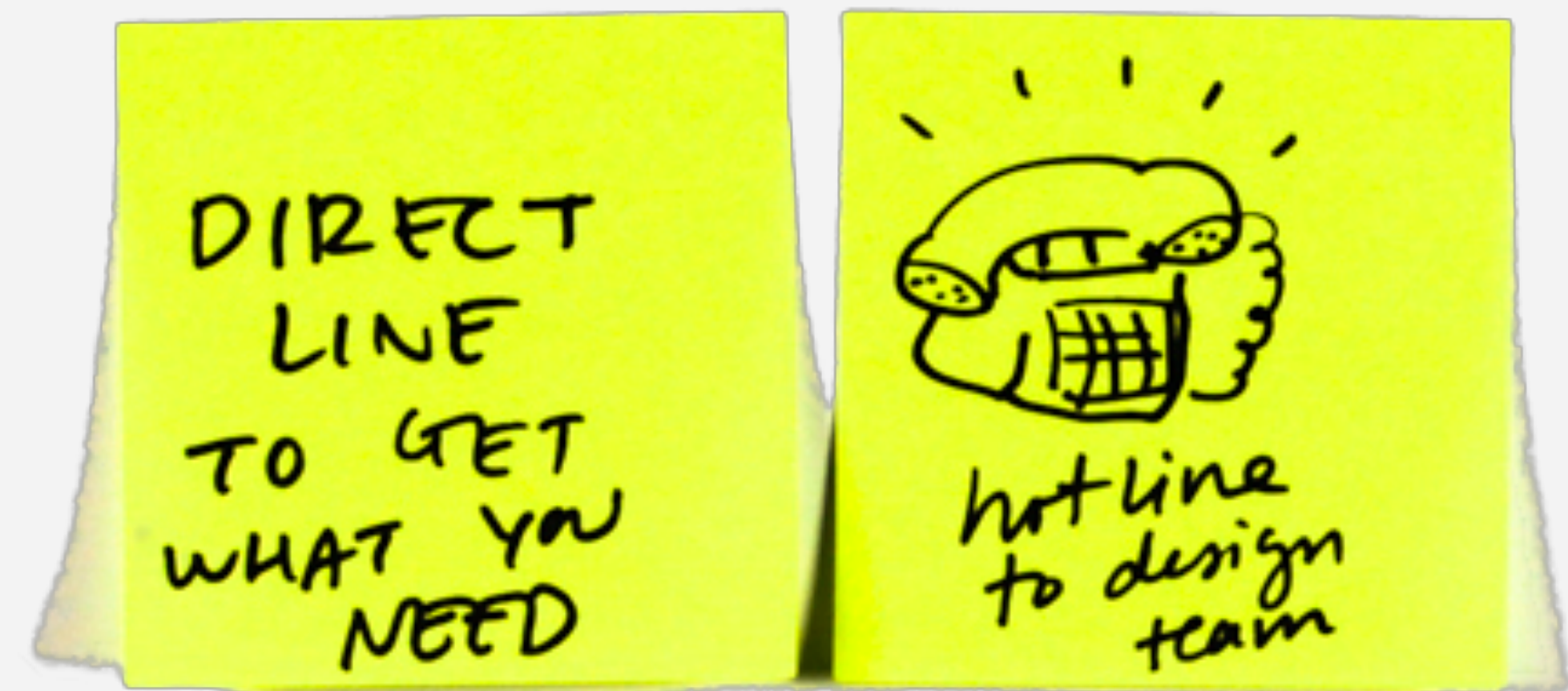
INTRODUCTION

When should you use this activity?

Any time your team gets stuck or wants to improve something, ideate with the whole team. Everyone provides a unique perspective on the user and the problem, so everyone should contribute ideas for solutions.

INTRODUCTION

Think of a Big Idea as a single frame of a storyboard. Try sketching a visual depiction of what the idea might feel like. Label it with a one or two-word headline.





BIG IDEA VIGNETTES

- SONAR DETECTION**
your way
with some
- rough cushion
raft
- tame a
shark
- WIND
SURFING
leverage natural
resource
- craft a
boat out
of ice
- The Michael Phelps
SWIM
really fast
- Aliens
- Motor
life boats
get away
first
- use
dead bodies

INTRODUCTION

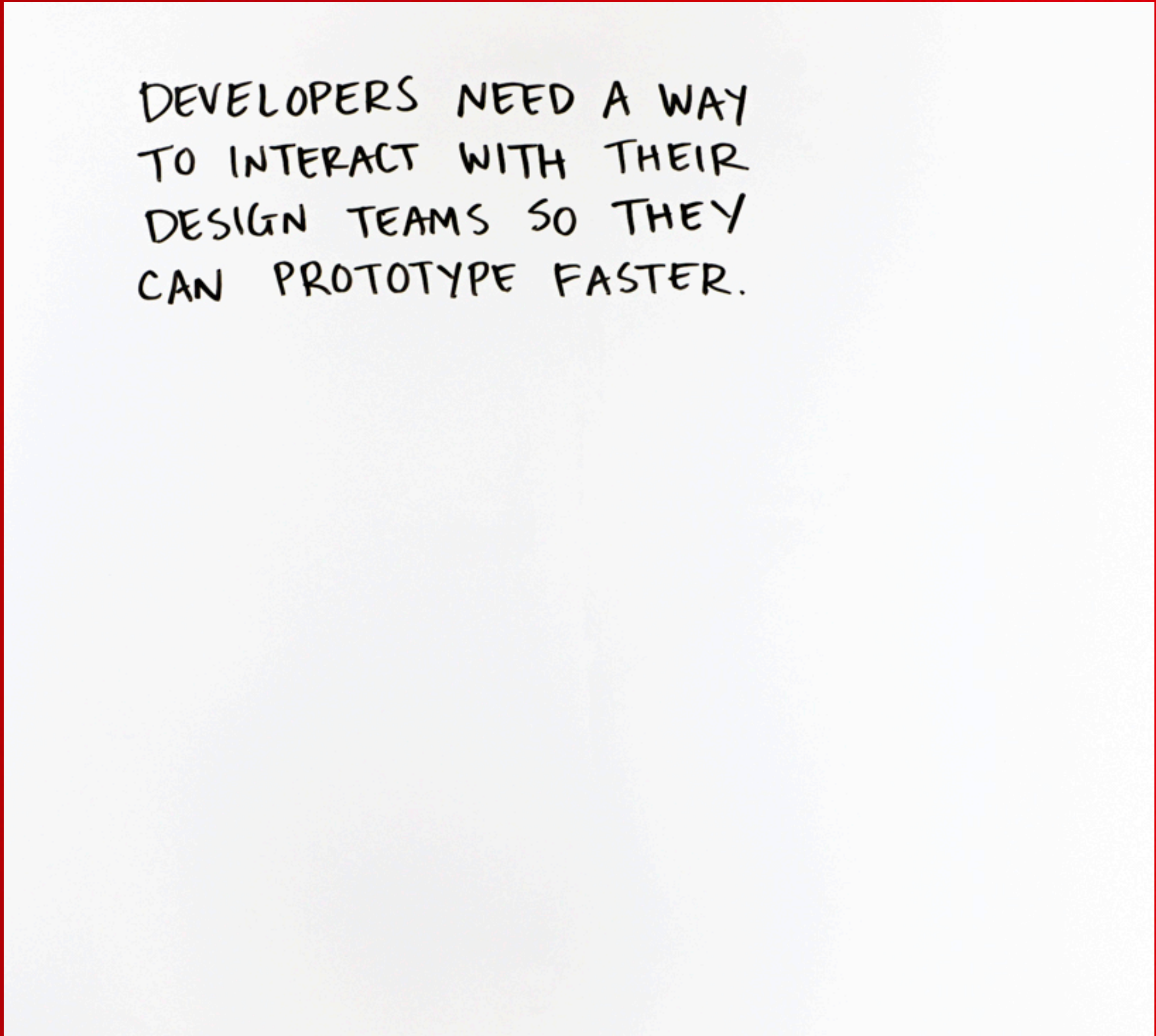
We suggest **30 minutes** for this activity.
How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes *before* talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

Ready, set, go!

SET UP

Begin the activity with a good prompt, such as a needs statement, a user story, a Hill, or just a pain point identified in an As-is Scenario Map. Write this prompt somewhere everyone can see.

A photograph of a white rectangular sticky note with handwritten text in black marker. The text is arranged in five lines. The background of the slide is red, and the sticky note is placed on the right side.

DEVELOPERS NEED A WAY
TO INTERACT WITH THEIR
DESIGN TEAMS SO THEY
CAN PROTOTYPE FASTER.

DIVERGE

Generate ideas, not features. A big idea describes how a user might experience the solution. Features describe the implementation of a solution.



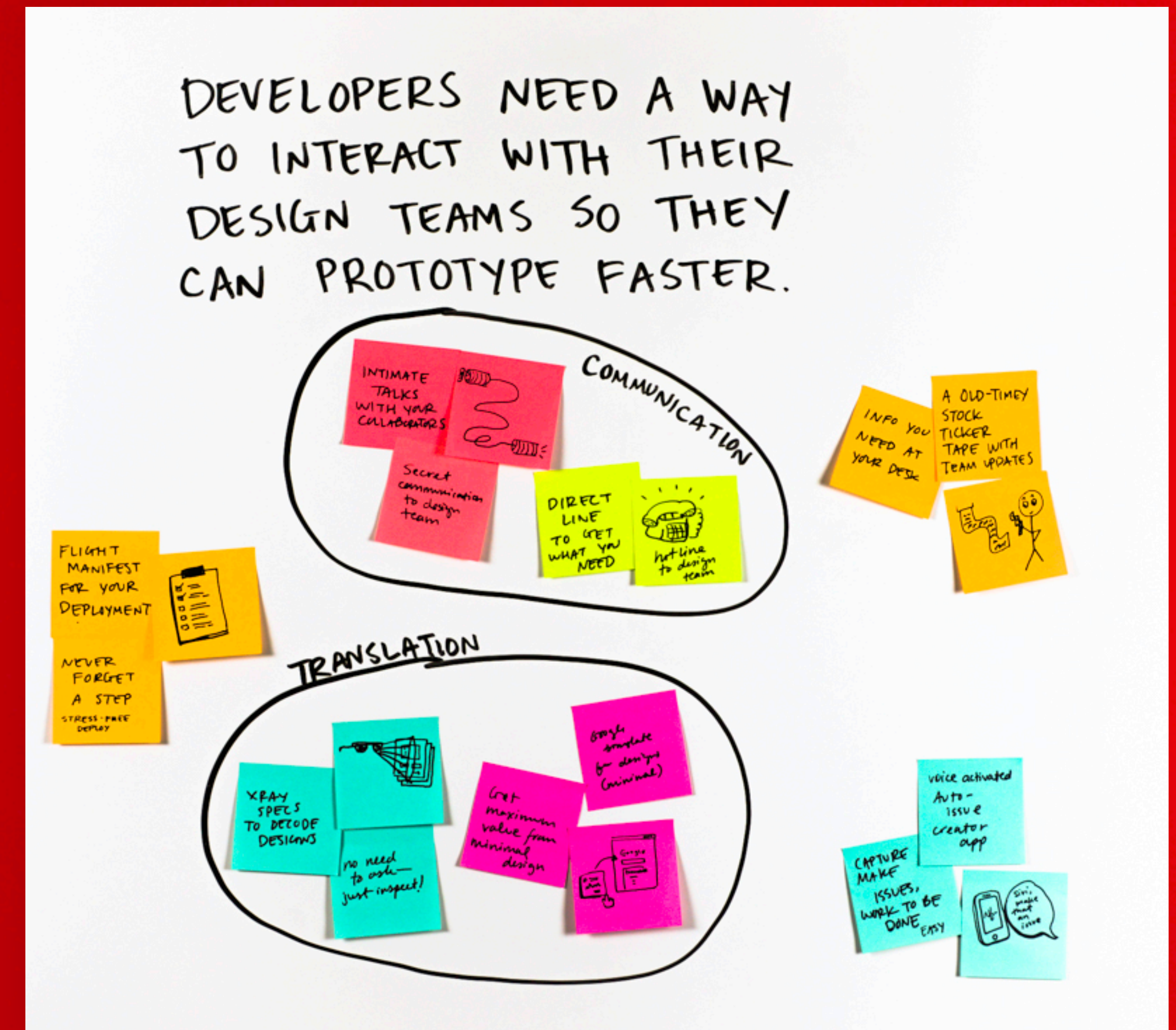
DIVERGE

Create many Big Ideas and quickly share them with each other. Build off others' ideas, but stay out of the weeds and avoid drifting into features or talking about implementation details.



CONVERGE

Look for similar ideas and natural affinities. Move them physically closer together. As you do, name the clusters. Converge on a set that you all want to pursue.



PLAYBACK

Choose one person
to play back each
cluster of ideas.

- Feel free to discuss and add more ideas as you all review the clusters.



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