







G

3-2 Refine Ideas

Do a Reality Check

What is at the core of your idea: what gets you excited about it? What is the most important value for your audience? What is the real need that this is addressing?

Make a list of all the challenges and barriers you are facing with your idea. What are you missing? Who would oppose the idea? What will be most difficult to overcome?

Starting from the list you created in step one of this worksheet page, describing the core values of your idea, what are other ways in which you could address the needs differently?

VALUE, NEEDS	CHALLENGES, BARRIERS

NEW CONCEPTS











Describe Your Idea

Create a concept description for the idea that you would like to prototype and repeat for each idea.

CONCEPT NAME:
SKETCH
HOW DOES IT WORK?

WHAT NEEDS OR OPPORTUNITIES DOES THE CONCEPT ADDRESS?
ONE-SENTENCE CONCEPT DESCRIPTION:
WILL DOES IT INVOLVE BOTH IN BUILDING AND IN LIGHTS ITS
WHO DOES IT INVOLVE, BOTH IN BUILDING AND IN USING IT?
WHAT DO YOU HOPE TO LEARN MORE ABOUT THROUGH PROTOTYPING THIS IDEA?