

# I WANT TO MAKE MY CONCEPT BETTER

*This guide offers activities that will support you in reaching your goal. Follow the instructions.*



## 1. I FILL IN THE "SMART-PRODUCT CANVAS" WITH YOUR OWN CONCEPT

Summarize your own idea in the canvas. You can use the deck to support you while filling the canvas sections



## 2. EXAMPLE ACTIVITY: USE THE ACTIVITY CARDS TO IDENTIFY USEFUL CARDS IN THE DECK



Step 1. Analyze your concept by answering to the questions provided by the Analysis cards. You can record your answers in a Features Map



Step 2. Follow the suggestions that you find in the bottom of the Analysis cards and select those cards of the Deck



Step 3. Set a 10-15 minutes timer and brainstorm with those selected cards. **WHAT IF** questions on the back will give you additional brainstorming stimuli

## 3. EXAMPLE ACTIVITY: THEMATIC BRAINSTORMING SESSION WITH THE DECK

Focus for 5-10 min. only on one area of the deck (e.g. technology). Focus first on those areas you feel that need more improvement. Brainstorm with the **WHAT IF** questions on the back of the most interesting cards



## 4. EXAMPLE ACTIVITY: CARD SORTING SESSIONS WITH THE DECK

### ACTIVITY: CLOSED CARD SORTING

With your team, decide some categories and select the most suitable cards for that topic. Give yourself a time limit. Then brainstorm with the **WHAT IF** questions on the back.



### ACTIVITY: GROUP SORTING

Divide the deck cards among your team. Alone, each member reads and selects 2-4 cards as priorities. Then these cards are used to discuss together and brainstorm. Follow the **WHAT IF** questions for extra stimuli.

