

Wacky Inventions Inc.

Inspiration and Ideas Workshop

Team Brief

You work for Wacky Inventions Inc., a company famous for its innovation and product development! You and your team are Wacky Inventions Inc.'s leading innovators and the company is relying on you to come up with a revolutionary new product that will skyrocket the company's poor sales and reestablish it as a leading innovator!

To help your team come up with amazing new innovations you are going to take part in an inspiration and ideas workshop. During the workshop, your team will develop new product ideas by playing around with the features of existing products and then reimagining their use.

1. You will be given 3 different objects/products to use as the basis of generating new product ideas.
2. You should start the ideas and innovation process by examining the products closely and considering 3 key things:
 - What does the product do?
 - What materials were used to make it?
 - Who would use it/who are the current customers?
 - What else could we do with it (or some of its features/parts)?
3. Once you have looked at all 3 of the products ask yourselves:
 - How can we combine the different features of the product to come up with something new?
4. To help you develop your product idea(s) further and to really play around and be creative, act out or role-play ideas as soon as you have them. This will help you see your "product" being used and help you develop/refine/improve it! Afterwards, you can disregard the idea and try out other ideas or you can go through many versions (called "iterations") of the same idea, adding to it and adapting it as you go.
5. At the end of the workshop you will present one new product idea to the rest of the group by acting out a short skit or role-playing your product being used.

Remember this is all about playing around with products and ideas and seeing where inspiration can take you!