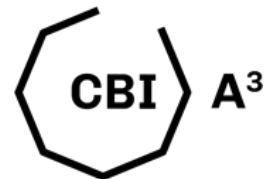
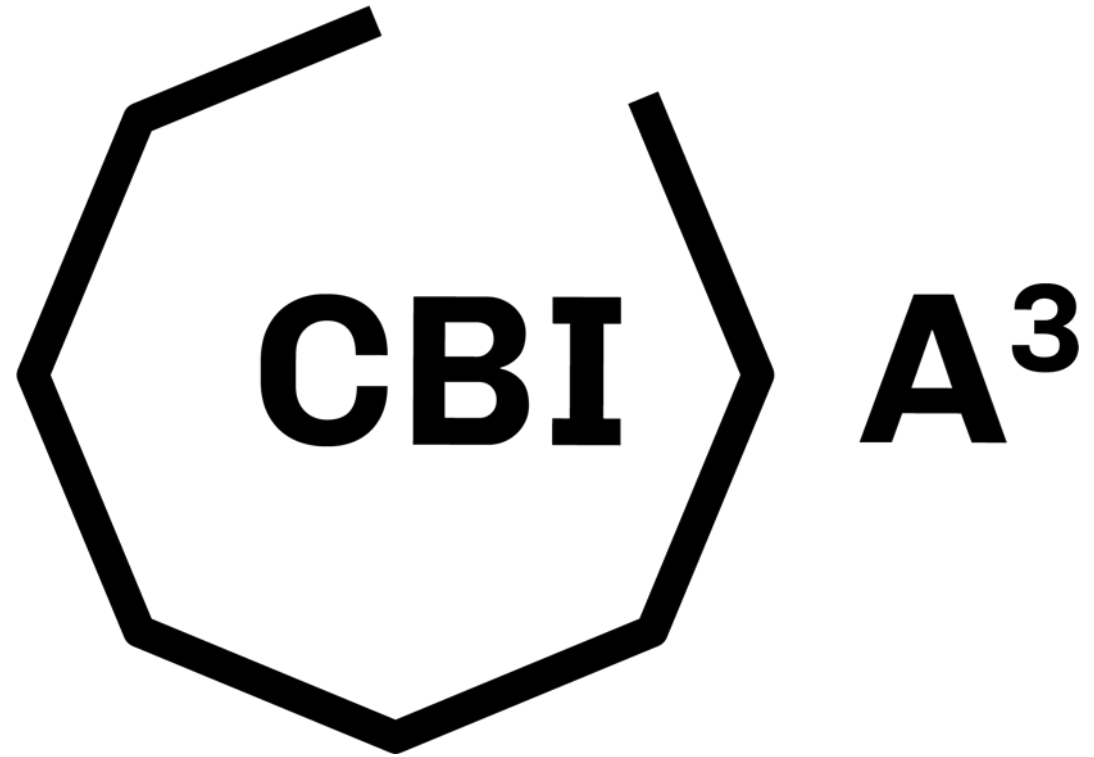


# Recalling Pablo's What If...







**00:30**



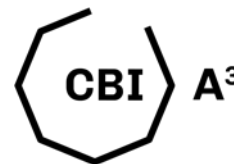




# Exercising the What If...

*As a team, choose a new opportunity card*

1. Generate 3 assumptions  
*at three different levels of the social ecosystem maps*
2. Reverse them
3. Ideate



# Exercising the What If...

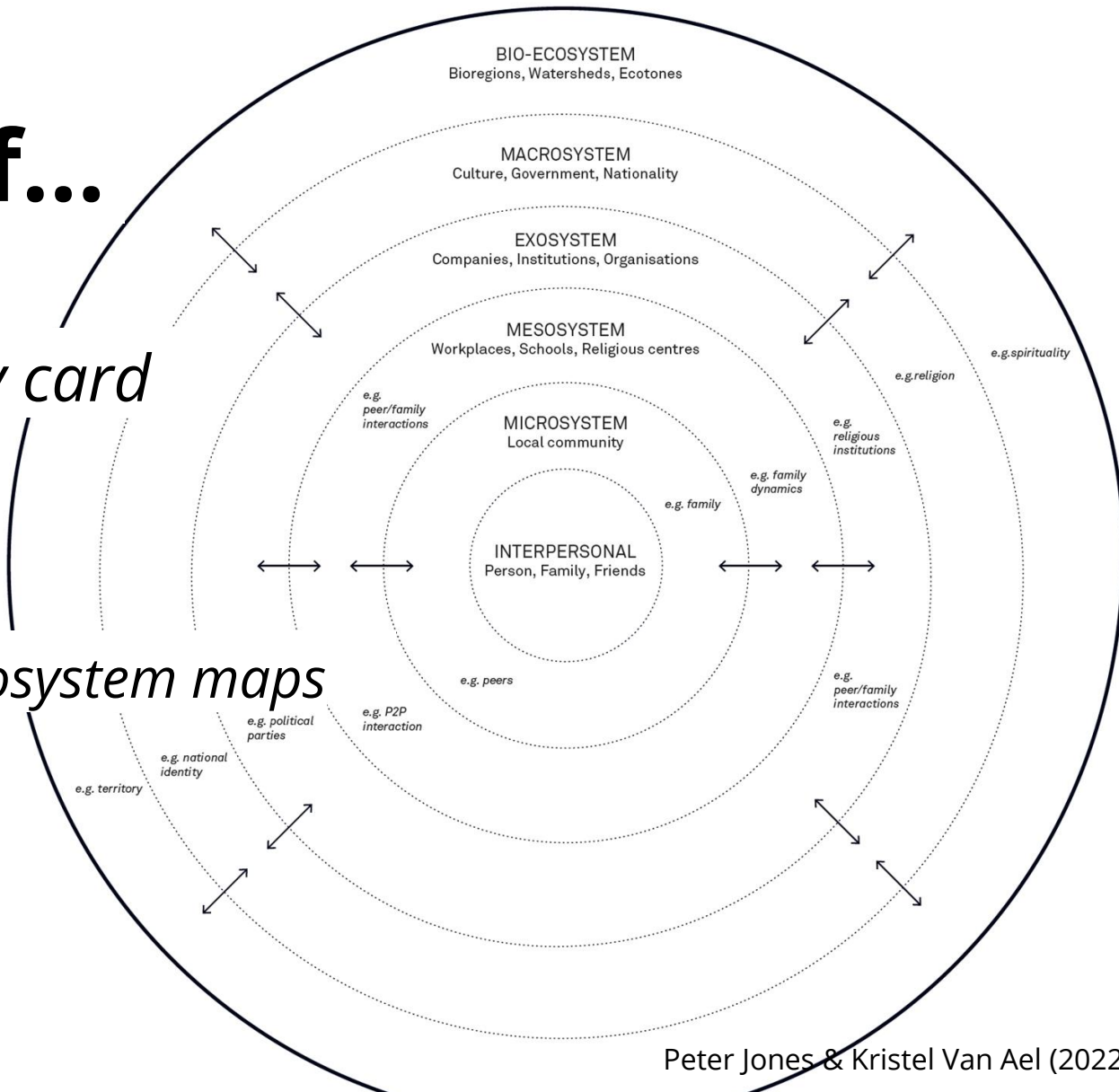
*As a team, choose a new opportunity card*

1. Generate 3 assumptions

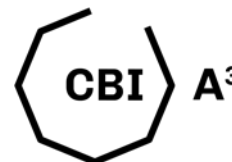
*at three different levels of the social ecosystem maps*

2. Reverse them

3. Ideate



Peter Jones & Kristel Van Ael (2022)



# Rapid Prototyping & Feedback

*Choose 1 x What if... idea*

1. Prototype! (15 mins)
2. Share & feedback.  
*i like, i wish, i wonder* (10 mins)

