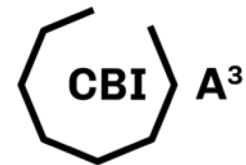
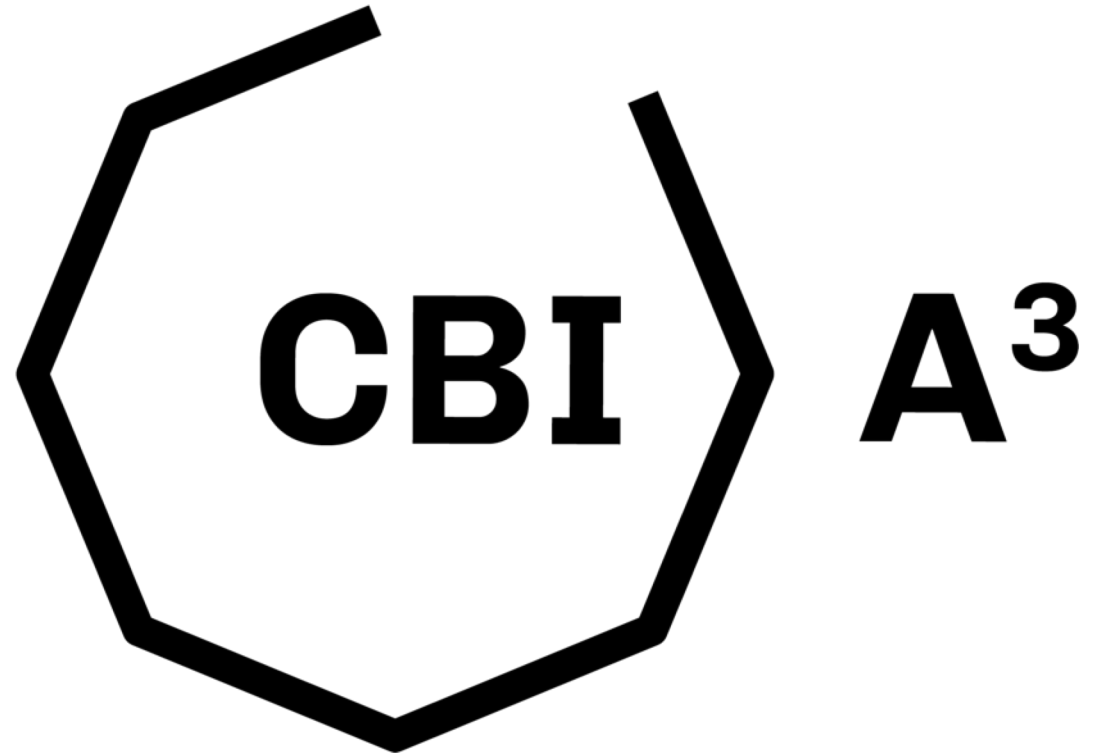


**Tuesday
26th November**



A close-up photograph of a lit sparkler against a dark background. The sparkler is the central focus, with a bright, glowing core from which numerous thin, golden-yellow sparks radiate outwards in all directions. Some sparks are long and thin, while others are shorter and more clustered. The overall effect is one of intense light and energy.

Ideation session 2:

Future scenarios for societal change

Purpose:
Practice thinking of radical,
transformative ideas



Context: future scenario headline

Context: future scenario headline

+

Need: extreme users!

Generate ideas

You will be given 2 extreme users to now develop different solution ideas to match your headline.

Generate ideas

You will be given 2 extreme users to now further develop different solution ideas to match your headline.

Consider:

- . What does it look like?
- . How does it make the person feel?
- . What is the before, during and after experience?

Generate ideas

You will be given 2 extreme users to now further develop different solution ideas to match your headline.

Consider:

- . What does it look like?
- . How does it make the person feel?
- . What is the before, during and after experience?

Generate ideas

**brainstorm, get visual, get physical!*

A) 2 extreme users, 10 minutes per extreme user.

B) Share with group, max 2 minutes per team (1 min per user).

C) Post-it note feedback (5 mins for all at the end)

Extreme user 1:

Hannah, a blind grandmother



Idea considerations:

- What does it look like?
- How does it make the person feel?
- What is the before, during & after experience?

Extreme user 2:

João the 3 year old

Idea considerations:

- What does it look like?
- How does it make the person feel?
- What is the before, during & after experience?

