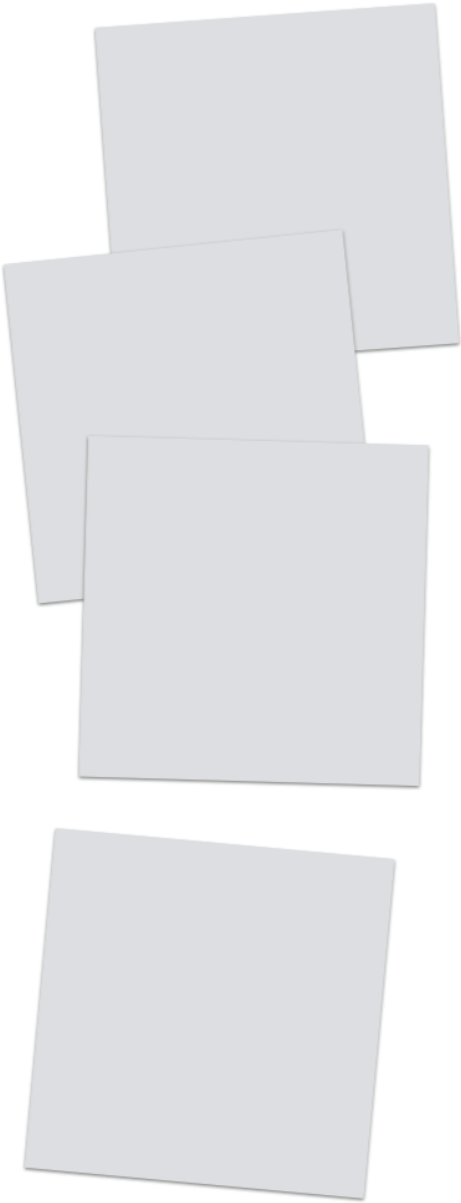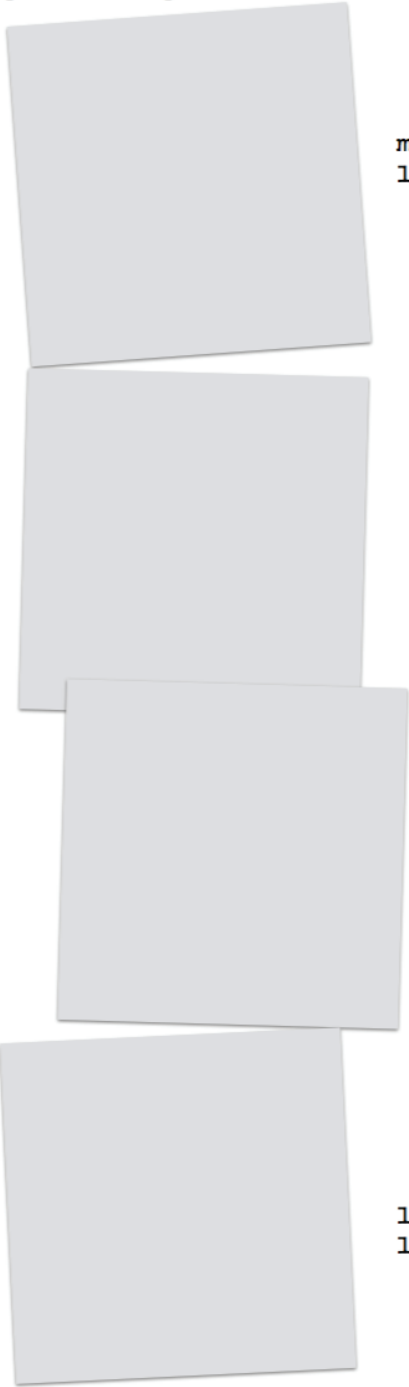# Elaborate & Prioritize Functions

List all important functions of the experience

Sort the functions on a spectrum of most likely to accomplish game-changer
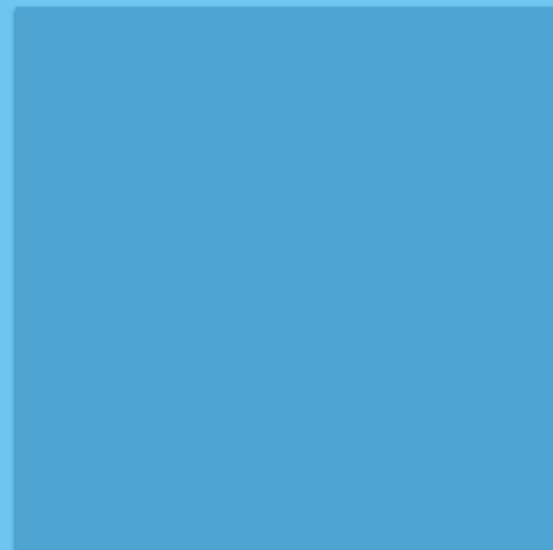
most likely

least likely

Design Thinking Bootcamp Executive Education Prototype

d.

HASSO PLATTNER
Institute of Design at Stanford

Describe Your Concept

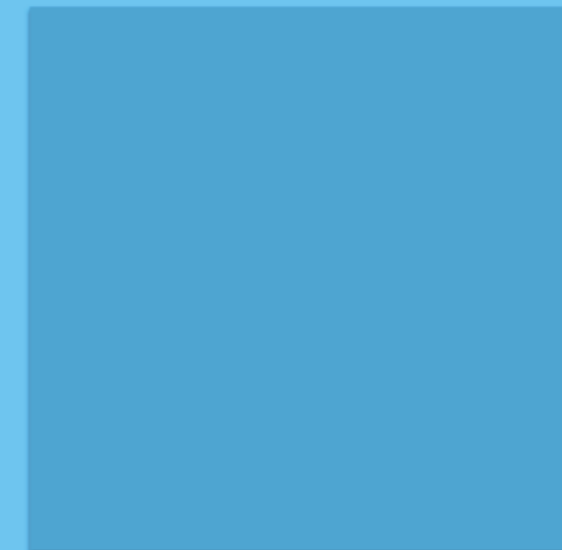From your brainstorm, select one idea most likely to accomplish your game changer.

Product/service name

Target user

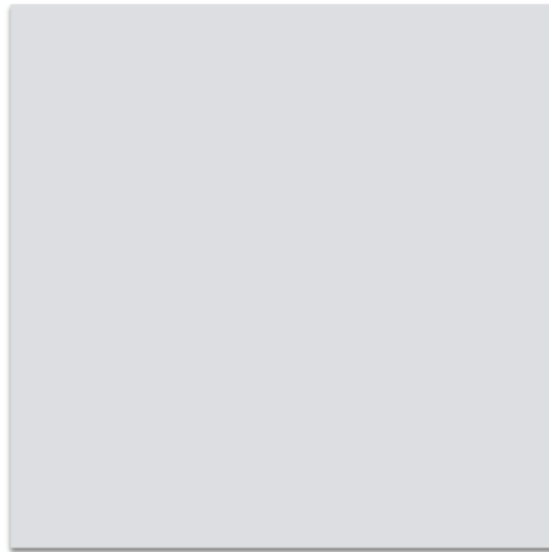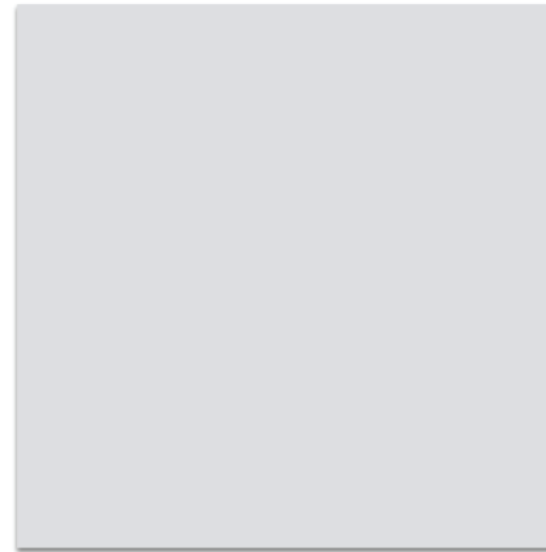Intended impact (game-changer)

One key function

Put Your Concept in Context

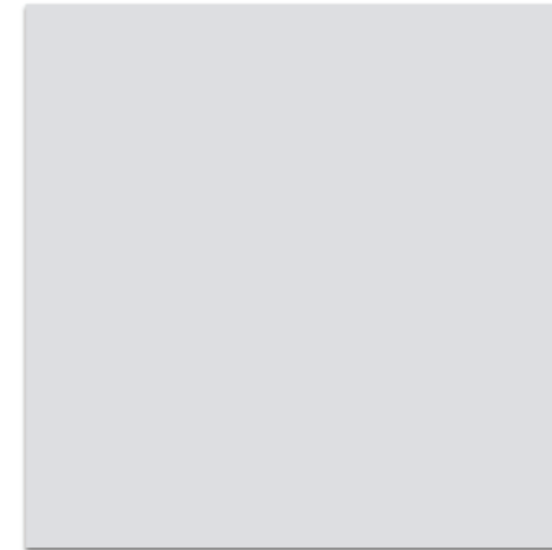Consider the life of the person you're designing for.
Brainstorm a few places to go **today** to perform the key function for someone in need.

Location # 1

Location # 2

Location # 3

What would you do here to bring your function to life?

What would you do here to bring your function to life?

What would you do here to bring your function to life?