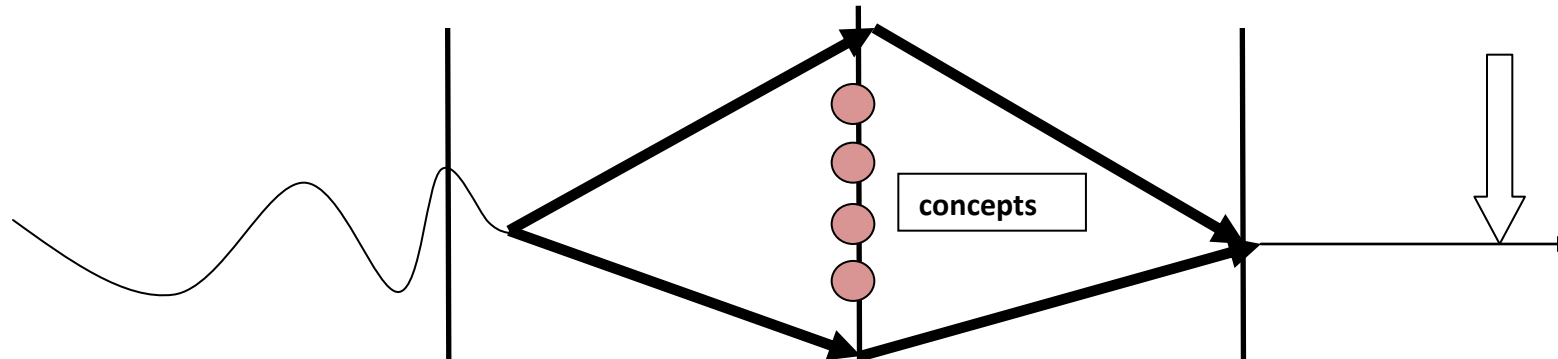


Design Flow Map



Priming	Generative	Convergent	Defining
Story Mapping	Brain Writing	Discussion of Pro/Con	Gallery Sketches
Needs	Morphological Analysis	Shaping	Modeling/Building
Problem Framing	Shaping	Requirements	Posters
Values	Brain Storming	Decision Matrix	Presentation
Others	➔		



Listen to the needs and values of the characters in the story



1. Generate raw ideas for a given challenge
2. Select an idea that is particularly interesting
3. Identify the requirements for that concept
4. Come up with multiple solutions that meet the requirements
5. Select a solution, based on the requirements