

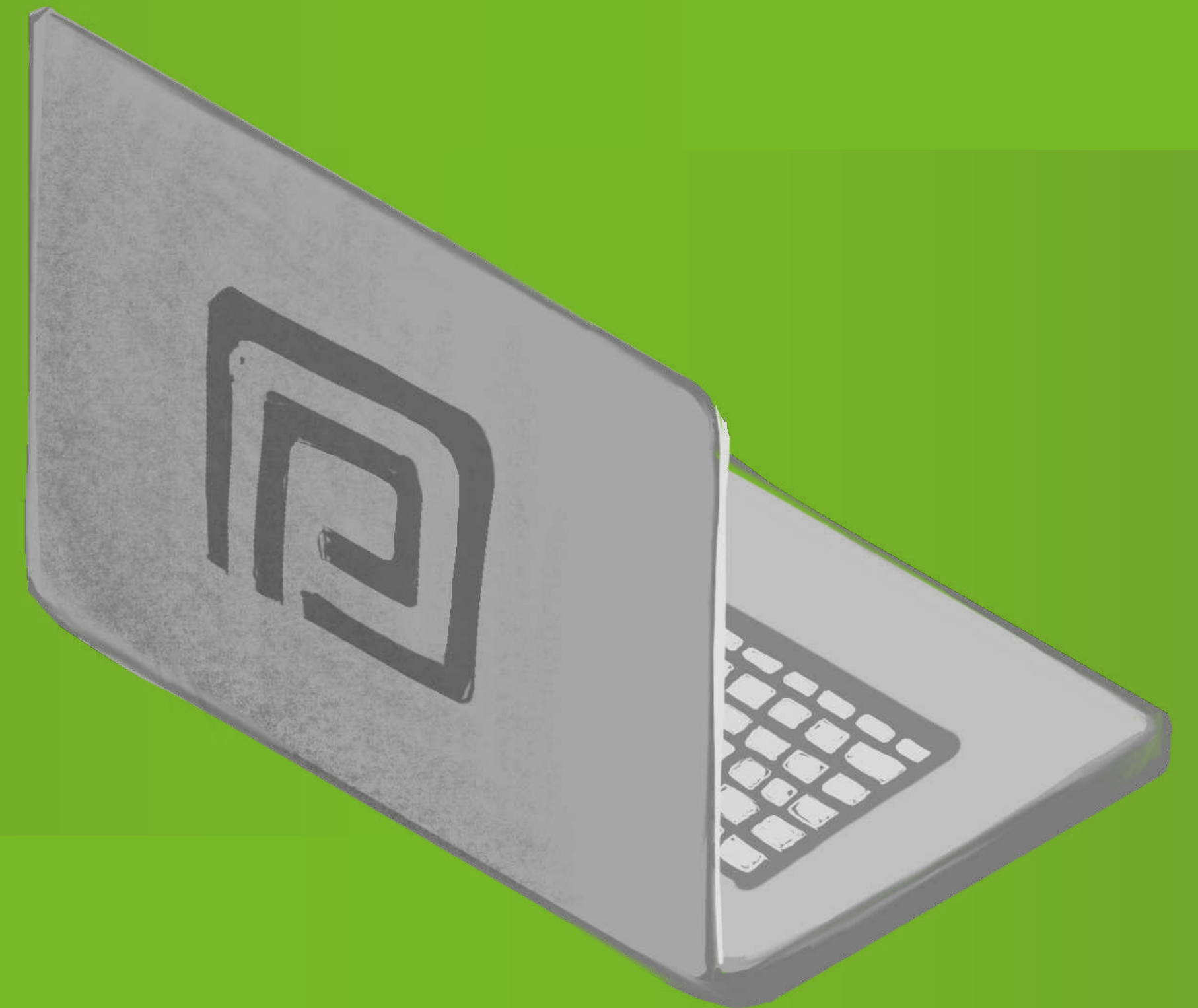
Analogous Inspiration Exercise

Brought to you by Pocketworks



Explore Analogous Inspiration

Use this activity solo or with your team to draw insight from analogous contexts and provoke new areas of thinking.



1

Step One:

Choose one aspect of the product you want to focus on.

2

Step Two:

Identify one emotion you want to evoke in your audience of focus.

3

Step Three:

Brainstorm other situations, experiences, or solutions that evoke that emotion. Choose one to move forward with.

4

Step Four:

Explore how that analogous service, experience, or solution evokes that emotion. Write it down in as much detail as you can.

5

Step Five:

Fill in this madlib statement.

How might we make

(the area of the product you're focusing on)

More like

(analogue situation, experience or solution)

6

Step Six:

Use this MadLib statement to guide you in generating at least five sensible ideas and five radical ones.

Disclaimer!

The goal of this exercise is to create unusual connections in between elements that you wouldn't normally connect. The further away from your product's area, and devices you can go, the easier it will be to think of radical ideas



Was this helpful?

CLICK TO FIND MORE

Contact tobin@pocketworks.co.uk if you have any questions or suggestions.

Download our **Mobile Strategy Toolkit**.



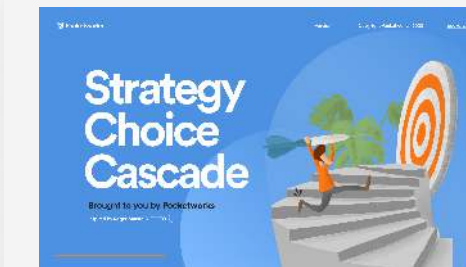
RESOURCE
The Process
Perfect for CEOs, CMOs and CTOs who are about to embark on a mobile app development. This diagram outlines a robust strategic process for planning your app.

[VIEW DETAILS](#)



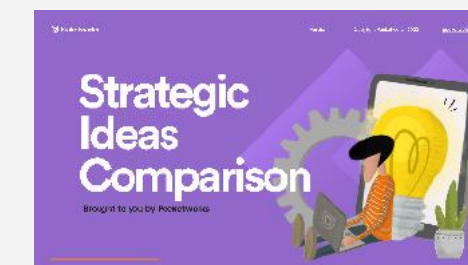
RESOURCE
Mobile Maturity Checklist
An opinionated checklist that helps you assess your readiness for building an app. Or, use it to identify areas for improvement if you are struggling to get results.

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RESOURCE
Strategy Choice Cascade
Use this one-page strategy blueprint to outline your business strategy or mobile strategy. It's based on Roger Martin's best selling strategy book - Playing to Win.

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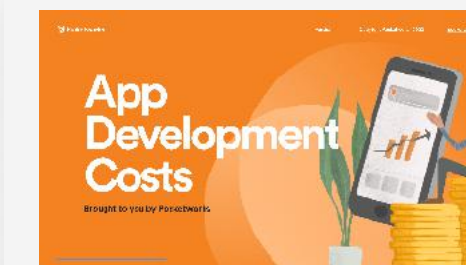
RESOURCE
Strategic Ideas Comparison
Compare strategic options side-by-side, bringing together the core elements of up to three strategies. Then, identify key outcomes and any barriers that need testing.

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RESOURCE
Analogous Inspiration Exercise
How can you make your product experience feel like finding the right cable in the messy electrics drawer? One of the best ways to innovate is to look for inspiration away fro...

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App Development Costs
As you're planning your app, it's useful to get some idea of costs. This diagram is based on our own data, having spoken to many different developers and organisations wh...

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