



12 questions to spark creativity

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Carddeck: Idea Spark Queries

With the 'Idea Spark Queries' (ISQ), we offer a fresh method to intensify creativity and innovation in design sprints. The carefully crafted questions encourage you to think beyond the status quo and discover new solutions. Ideal for teams that want to develop new products and business models quickly and effectively.

Cut out the cards along the provided lines to make them ready to use.

By sharing our experiences and tools, we hope to provide valuable insights and methods to professionals in product development and beyond.

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No time

What if we are forced to ship a full, completed MVP (or actually, SLC) new feature, in just two weeks, that would delight and surprise some fraction of our customers.

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Flipped business model

What if you were forced to charge customers in a completely different manner? The product isn't free, but somehow you have to justify value (and costs) differently.

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Cost is no object

What if you had all the money you wanted?

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Mortal wound

What externality has the potential to kill the entire company?

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Philanthropist

What if our only goal were to create the most good in the world, personally for our customers?

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Complete rip-off

If our biggest competitor copied every feature we have, how would we still win?

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The opposite

What would we need to do, to reach the total opposite - worst ideas ever?

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AI

How could AI enhance your product?

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No customers

If all our customers vanished, and we had to earn our growth and brand from scratch, what would we do?

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10 x prices

If you were forced to increase your prices by 10x, what would you have to do to justify it?

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No tech support

If you were never allowed to provide tech support, in any form, what would have to change?

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Maximise fun

What would be the most fun thing to build?

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