IDEA CARDS
Preparation & Instructions

Description

The Idea Card tool helps to organize and detail an idea in only one page.

It requests detailing the needs and challenges addressed, how the solution works and who is involved.

It can help elaborating initial ideas more in detail to then present it to others to receive preliminary feedback.

In a group the Idea Card may spark discussions on how initial ideas can be implemented pointing out key factors, barriers and opportunities while further developing a concept.

How to conduct

Duration: 45 - 60 min

Resources:
- Ideas from brainstorming
- Other selected ideas (from ideation sessions)

Material: Pens, post-its

Participants per team: individually or in teams of 2 - 6

Instructions:
1. Introduce the template to the participants and the goal of the exercise. Previously define the ideas to be elaborated either in a voting session after the brainstorming or by finding another way of selecting single ideas or clusters to be further elaborated
2. The tool can be completed individually or in groups. Start the activity by defining the challenge and the specific ideas that you are working on
3. Ask participants to fill the idea card field by field to further detail the concepts.
4. Organize a final sharing session for feedback

IDEA CARD
TEMPLATE

CHALLENGE
What challenge are you addressing?

IDEA

NEEDS
What needs does the city have related to the challenge?

OBJECTIVE
What does the solution achieve?
What is the ultimate objective?

HOW?
How is the new solution working?

WHO?
Who is involved in the building and delivery of the solution?

SOCIAL INNOVATION TOOLKIT

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