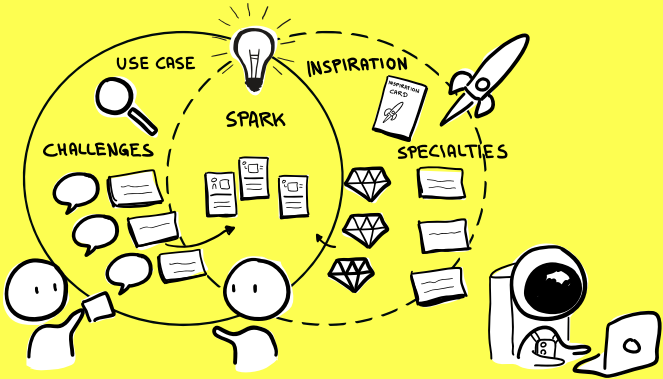


# SparkCanvas

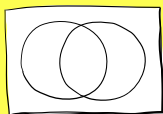


## Quick Guide

Prepare and conduct  
SparkCanvas Workshops  
in six steps

# Preparation

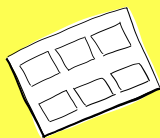
Get the newest tools from the SparkCanvas website:



**SparkCanvas**

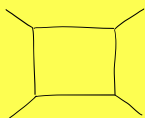


**Cross Inspiration Cards**



**Prototyping Tools**

Further you need:



Workshop  
Space

or



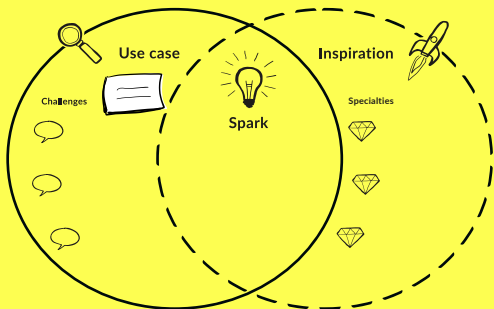
Virtual  
Whiteboard



Post-its  
and Pens

**SparkCanvas**  
[www.sparkcanvas.de](http://www.sparkcanvas.de)

1.



GO TO WORK  
WITH PUBLIC  
TRANSPORTATION

Clear description:  
interaction + context



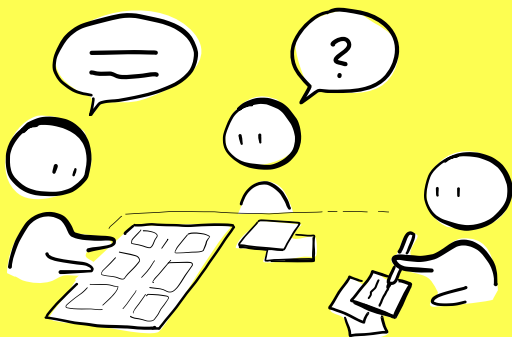
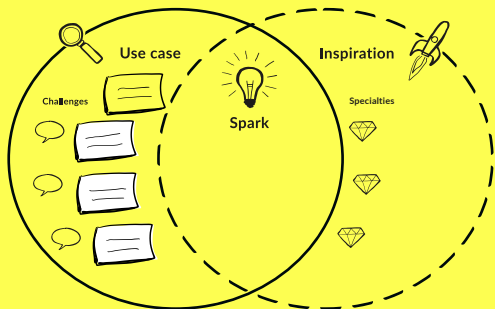
AI

too broad topic

## Use Case

Define the *Use Case* for the workshop.  
Describe it clearly, so you don't lose focus.

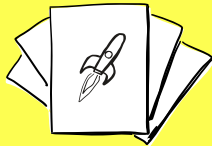
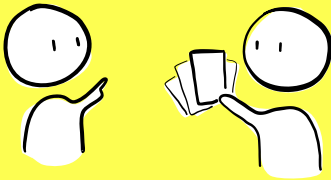
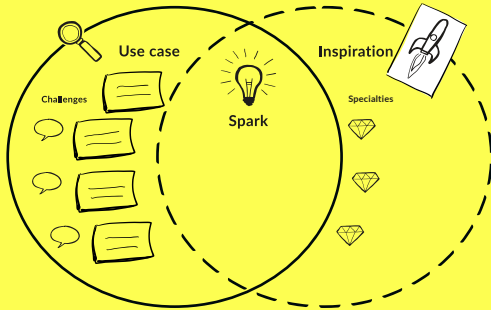
2.



## Challenges

Conduct an expert- or userinterview and identify the biggest *Challenges* for the user.

3.

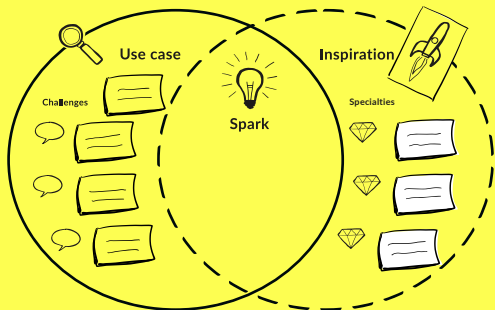


**CROSS-INSPIRATION  
CARDS**

## Inspiration

Leave your problem field completely und search for *Inspiration* in a totally different area. Choose one *Cross-Inspiration-Card* per team.

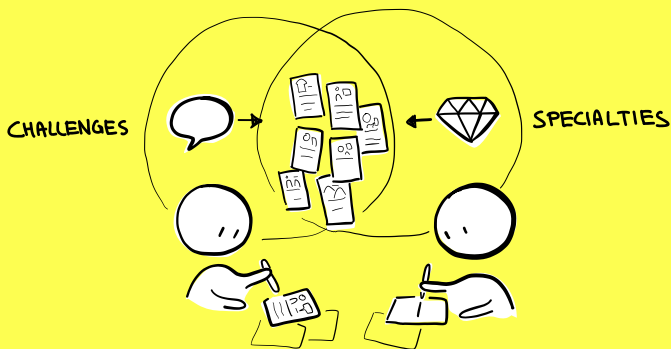
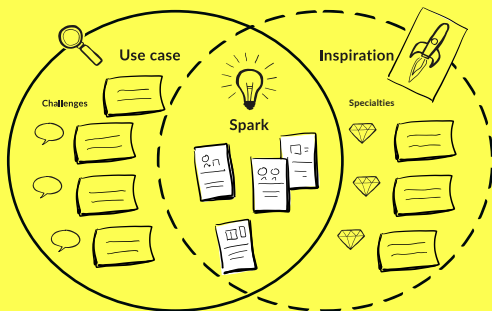
4.



## Specialties

Research what makes this *Inspiration* so special and note down the *Specialties*.

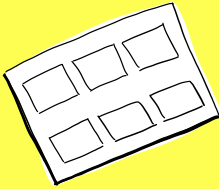
5.



## Spark

*Challenges + Specialties = Spark!* Combine the *Specialties* of your *Inspiration* with the *Challenges* of your use case to develop new ideas and solutions.

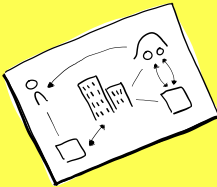
6.



Process



Product



Business Model

## Prototype

Capture your idea by building a prototype to communicate your idea better and to be able to test your idea.

**SparkCanvas**  
[www.sparkcanvas.de](http://www.sparkcanvas.de)