

MOBILITY VIP CARDS: WORKSHOP GUIDE AND TIPS - STANDARD PLAY

PURPOSE: Rapidly create future scenarios for mobility around the year 2040

LEARNING OUTCOME:

- Stimulate thinking about what is possible and probable for mobility within 30 years.
 - Gain practice on rapidly framing, conceiving, and communicating concepts and strategy
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STEP ONE: TRENDS AND ISSUES - Future Context

You receive 7 cards that outline some conditions of the world in 2040. (gray background)

- How might these pieces fit together?
- Imagine ways in which the different conditions on the cards interact with each other and create other effects in the world.
- What is it like to live in this future?
- Discuss and arrange the cards in order of impact. Cluster cards that have an important influence on each other
- What kinds of challenges do you imagine people and businesses might have?
- Try to summarize the scenario.

STEP TWO: DESIGN CONTEXT

You receive 4 cards that outline the design context that you are working within in 2040.

- Imagine what kind of needs the customer has in this future world?
- What kinds of products or services can our company make that leverages off of who we are and the expertise we have.
- Does this change the importance or clustering of the future context cards?
- What is the design solution that is optimized to sustain the customer, our enterprise and world?

BRAINSTORMING

- Brainstorm mobility opportunities and solutions for the hand you are dealt.
- Capture ideas in bullet points, diagrams and sketches.
- Propose strategies that will make the future world a better place for your customer, the world in general, and be good for your business.
- Try to be realistic within the timeframe. Push the boundary towards science fiction when brainstorming but refine back to something believable.
- If you get lost, keep coming back to the customer needs and what your enterprise can do to provide value.

REPORTING:

It's helpful if each team follows a similar outline when reporting back to the whole group:

- 1) Give a summary on the hand you were dealt. Say something brief about each of the Future Context cards. You may do this in whatever order you think makes the best story.
- 2) Tell a story about what that future must be like to live in.
- 3) Read your Project context cards
- 4) Describe what is important to the customer in this world
- 5) Describe what is important to your business within the future context – what is the high level strategy
- 6) Describe your design solution in some detail.