

— HOW MIGHT WE

CHALLENGE

Redesign the ground experience at a local international airport

POINT OF VIEW

A stressed-out mother of three, rushing through the airport only to spend hours waiting at the gate, needs to entertain her playful children because they irritate the other frustrated passengers.

AMPLIFY THE GOOD

How might we use the kids energy to entertain the other passengers?

REMOVE THE BAD

How might we separate the kids from the other travelers?

EXPLORE THE OPPOSITE

How might we make the wait the most exciting part of the trip?

QUESTION AN ASSUMPTION

How might we eliminate the waiting time at the airport?

CREATE AN ANALOGY FROM NEED OR CONTEXT

How might we make the airport more like a spa? Or like a playground?

CHANGE A STATUS QUO

How might we make playful, loud kids less annoying?

BREAK POINT OF VIEW INTO PIECES

How might we entertain the kids? How might we relax the mother? How might we calm stressed-out travelers?