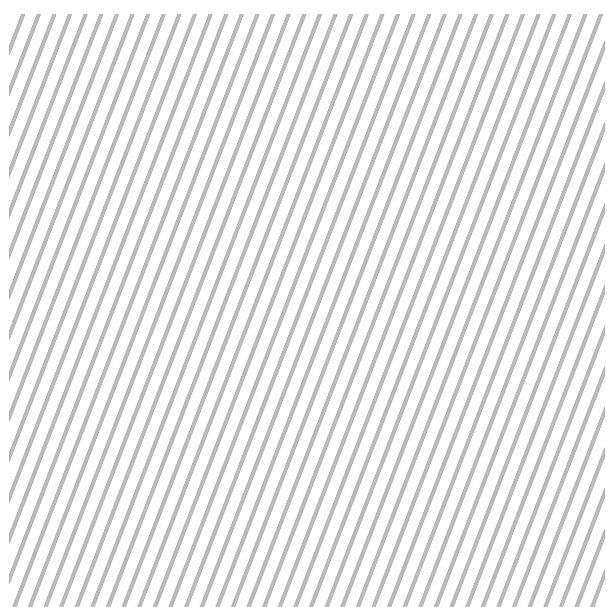


Build it. Break it. Fix it.

Team

1 **Pick** a starting idea and sketch it out in more detail.



2 **Build it.** 10 x the concept, sketch a version that is more extreme.

3 **Break it.** Sketch out why it might fail, point out a potential weakness.

4 **Fix it.** Sketch a new solution that solves the problem that was pointed out.

About this tool

The "Build it. Break it. Fix it." ideation tool allows you to work on 1 idea collaboratively as a team by taking on different roles.

Select multiple ideas and ask all team members to sketch them out in more detail (10 min). Once everyone has completed step 1 you pass the tool around three times in

intervals of 5 minutes until all the tools have been filled out (15 min). Ask everyone to present their original idea by reading through the tool (20 min).