# Daily Doses of Innovation

## Light
- **See & Experience**: Shadow someone for at least 30 minutes and see the world through their eyes. Don’t comment or interact, just observe.
- **Dimension & Diagram**: Group the observations you made while shadowing. Sort them into a structure that makes synthesis possible (e.g., by hierarchy, priority, attributes, taxonomy) then name the groups by theme.
- **Question & Reframe**: Rephrase at least 2 questions for the challenges that you are working on. Can you open the possible solution space through reframing?
- **Imagine & Model**: Facilitate the “30 Circles Challenge” with your team. Aim for quantity, not quality.
- **Test & Shape**: Take a project you are working on that you don’t think is ready to share. Ask for individual feedback from at least 3 people.
- **Pitch & Commit**: Think about potential supporters whose commitment you need for your project or solution. What matters most to each audience group? List why they might not care and why they should.

## Moderate
- **See & Experience**: Interview at least 2 users about their biggest paint points. Listen for “hacks” or unexpected ways they’re solving a problem that represent unmet needs.
- **Dimension & Diagram**: Explore ways to visualize the user hacks you observed to share with other team members. Use sketches, photographs, videos or even act it out.
- **Question & Reframe**: Develop a few personas and describe their individual attributes. List their needs and desires and have your team design unique solutions for each one.
- **Imagine & Model**: Take a solution your team has been talking about and act it out to identify potential challenges. Are there any unanticipated gaps in the solution?
- **Test & Shape**: Ask a group for feedback using the following framework and document it: “I Like...” (what’s working) “I Wish...” (what needs improvement) “What if...” (next steps to try)
- **Pitch & Commit**: Draft a verbal summary you can share with a group in under 3 minutes. Develop an “Elevator Pitch” to build awareness for an initiative with specific supporters in mind.

## Deep
- **See & Experience**: Ask a user or partner from another team to photo-document a day in their life. Have them walk you through the photos and explain what they were thinking and feeling at the time.
- **Dimension & Diagram**: Review the photo-documentation and identify the highlights and lowpoints of the experience over time. Plot these moments on a journey map.
- **Question & Reframe**: Prioritize at least 2 major constraints that seem to be slowing your group down. Reframe them as “Ways of...” statements that embrace the constraint.
- **Imagine & Model**: Bring an idea you have to life and make it real. Build a prototype that takes no longer than 20 minutes to create.
- **Test & Shape**: Test at least 3 solutions to the same problem to gather data on multiple possibilities. Don’t spend more than 20 minutes creating any prototypes.
- **Pitch & Commit**: Create a focused strategy for implementation with your team using a “Solution Map” that lays out all the key elements and characteristics of your offering.

---

*wearecatalysts.org*

*Adapted from Nordstrom People Lab’s Innovation Toolkit*