GET INSPIRED.

PROMPT CARDS FOR DESIGN THINKING

設計思維靈感咭

—

Embark on a frenetic, inspiring and fun journey of design thinking with this hands-on card set! Perfect for solemn contemplation, group brainstorming and challenging your team in design sprints to bring great innovation to life.

一起踏上刺激的設計思維旅程，讓靈感咭啟發和帶領你動手設計！這套咭專為個人思考、小組創新或團隊設計挑戰而設，實驗你的創新想法！

—

Printing Instructions:
1/ Print this document double side
2/ Choose "Flip on Long Side"
3/ Cut out the prompt cards along the dotted lines

印刷方法：
1/ 雙面印刷此文件
2/ 選擇「在長邊翻頁」
3/ 沿虛線剪出「靈感咭」

PROMPT CARDS FOR DESIGN THINKING

This prompt card set consists of 52 cards specially created to assist you in the design thinking process and help spark innovative ideas. Each card has an image side and a question side, designed for 6 recommended uses, either as tool or game. Depending on the selected use, either side of the cards may be referenced.

The prompt cards can be used with our guidebook. Identify an issue that you would like to approach with design thinking and let the guidebook and prompt cards inspire you to think differently.

On the text side, a number and an icon can be found on the bottom right corner, indicating which stage of the double diamond model the question is aimed for.
e.g. **1** ◈

設計思維靈感咭

此套 52 張專為設計思維旅程而設的靈感咭會刺激你澎湃的創新念頭，每張靈感咭正面為圖案，背面則有一條問題。靈感咭具有 6 種建議用法，分別為 3 種工具模式和 3 種遊戲模式。視乎所選用法，可能會用到圖案或文字面。

這套靈感咭可以與我們的手冊配合使用，以設計思維帶領你探索新角度解決問題。

文字面右下方有圖案標記和數字，標示問題適合雙鑽石模型中哪個階段使用。
例子 **1** ◈

DISCUSSION STARTER 打開話題 — TOOL 工具

This method prompts you to think more about your situation. Follow the questions and prompts on the text side during the corresponding design thinking stages. You may go through the cards by yourself for individual contemplation or discuss them with your teammates for consensus finding.

在設計思維的四個階段中，根據對應階段的咭牌，思考咭牌上的文字問題及指示。無論你是個人思考，抑或與團隊一起討論尋求共識，皆可使用此方法助你更深入探索眼前議題。

Stages 1-4 第1-4階段
Text side 文字
1 to small group 1人或小組

QUICK FIRE CHALLENGE 火速挑戰 — GAME 遊戲

Challenge your team as you go through the four stages of the design thinking process! Using the 13 cards relevant to the current stage, open one card at a time, and all players must answer the question/instruction on the card. Discuss and vote for the player with the best response or most fruitful results. He/she wins that card. The final game champion is the player winning most cards.

在設計思維的四個階段中，分別揀選對應階段的 13 張咭，並隨意打開一張，讓團隊成員各自嘗試回應咭上的問題或指示。各自分享過後，請討論及投選答案最出色或成效最突出的玩家，讓他獲得該張咭。旅程結束時，得牌數量最多的一位就是贏家。

Stages 1-4 第1-4階段
Text side 文字
3-6 players 3-6位玩家

CARD SORT 咭牌排列 — TOOL 工具

Use this method to help you understand your stakeholders better. Interview your user and let them pick 4-6 cards to tell a story about the situation. The interviewee may sort them in any order, e.g. according to order of importance, causal relationships, as he/she narrates their experience. Listen to the story and ask why they arrange the cards in such order to discover hidden insights.

此方法幫助你深入認識持份者。訪問你的用家，讓他挑選 4 - 6 張咭牌來訴說關於眼前問題的故事。受訪者可按重要性、因果關係、先後次序等排列，並同時敍述個人體驗。請聆聽他們的故事，並詢問如此排列咭牌的原因，以尋找隱藏發現。

Stage 1 第1階段
Image side 圖案
One to one 一對一

POOL OF THOUGHTS 靈感池 — GAME 遊戲

Get into an exciting ideation contest with your team! Set a topic related to the issue at stake, e.g. how might we make our product more attractive... Every player starts with 5 random cards. Take turns to discard the cards one by one, by saying a solution/insight inspired by its image. If you can't think of anything when it's your turn, you may pass and draw a card from the deck. The player who discards all of his/her cards first wins.

此遊戲讓你與團隊進行刺激的靈感比賽！首先，訂立一個與眼前問題相關的題目，例如我們怎樣可以讓產品更吸引等。開始時每位玩家需隨意抽 5 張咭，然後輪流出牌，並講出一個由咭上圖片所啟發的方案或洞見。未有想法的可以選擇此輪棄權，並抽一張罰牌。最快清空手上咭牌者勝出。

Stage 3 第3階段
Image side 圖案
2-8 players 2-8位玩家

VISUAL ASSOCIATION 視覺聯想 — TOOL 工具

Try this to jump out of the box and come up with creative solutions during brainstorming in the Develop phase. Flip out a random card one by one and see what ideas the images might associate about the issue. Use this method to free your mind and think creatively. Doing this together as a group may yield the most fruitful results!

於構想階段利用咭牌上的圖案助你跳出框框，得出大量創意想法！隨機打開一張咭，讓咭上圖案啟發你對眼前議題有新想法，藉此釋放想像，讓腦筋急轉彎。跟組員們一起進行此方法，將得到更多有趣成果！

Stage 3 第3階段
Image side 圖案
1 to small group 1人或小組

MVP 得分王 — GAME 遊戲

Use this method to come up with a lot of ideas! Select a person as the king, who draws a card and shows to the group. He/she will decide a topic based on your situation, e.g. ways to improve the efficiency of our service. All other players have to come up with a related solution based on the card's image. The king will judge who has the best idea and he/she wins the card. Then the next player becomes the king, draws a new card and starts a new topic. The player with most cards wins.

使用此方法刺激你產生大量新念頭！首先，選一個人為皇帝。他可以隨意揀選一張咭，並決定一個與討論主題相關的題目，例如改善服務的方法。其他玩家需按咭上圖案各自講出一個相關方案。皇帝會評定最佳方案者贏得該咭。每人輪流擔任皇帝，抽新咭和訂新題目。最多咭者勝。

Stage 3 第3階段
Image side 圖案
3-6 players 3-6位玩家

06:00 Alarm

07:10 Alarm

07:12 Alarm

07:15 Alarm

07:20 Alarm

07:28 Alarm

_____

@ _____

Feeling bored...
Ask me a question!

Type something...
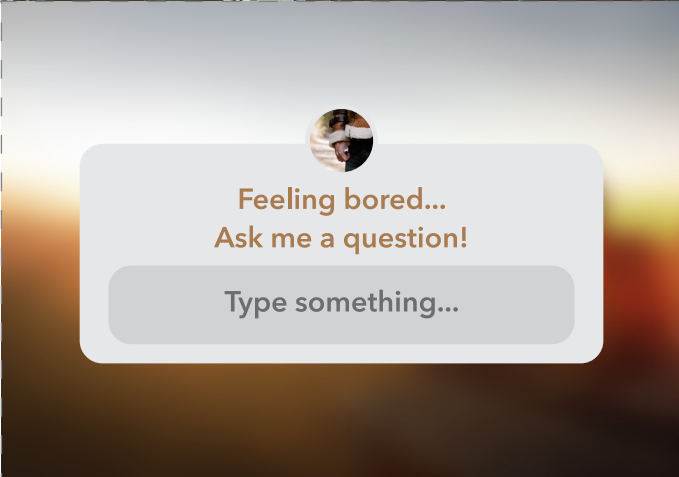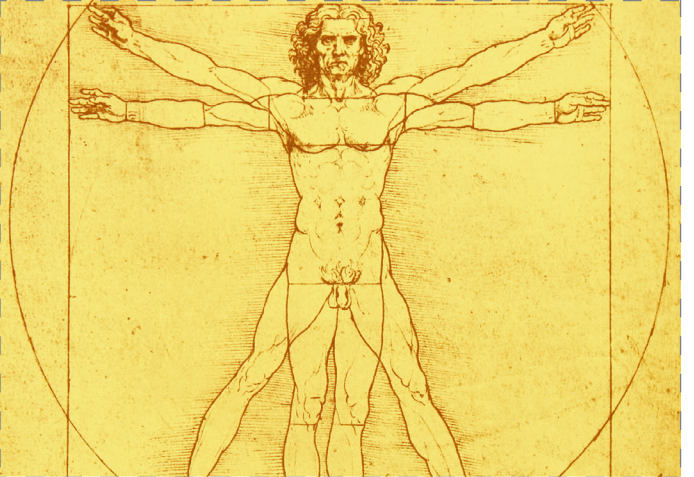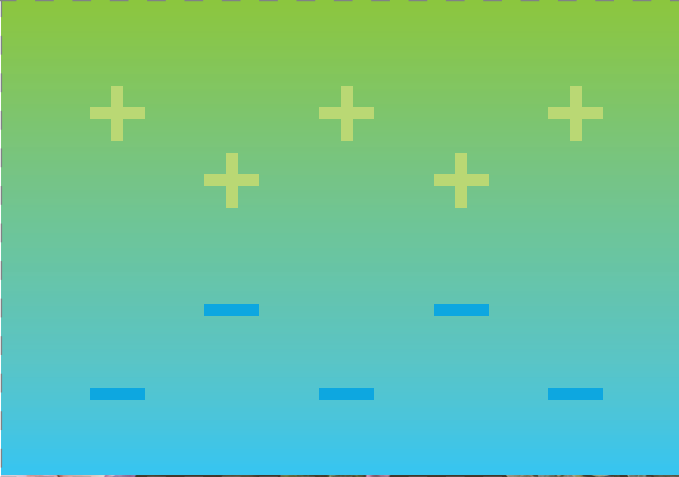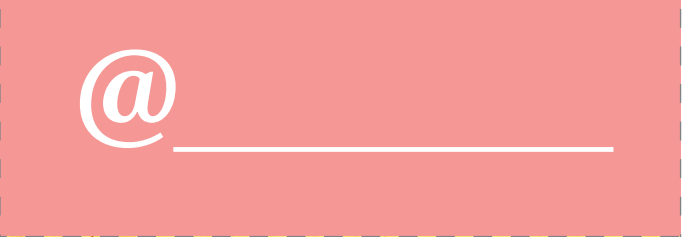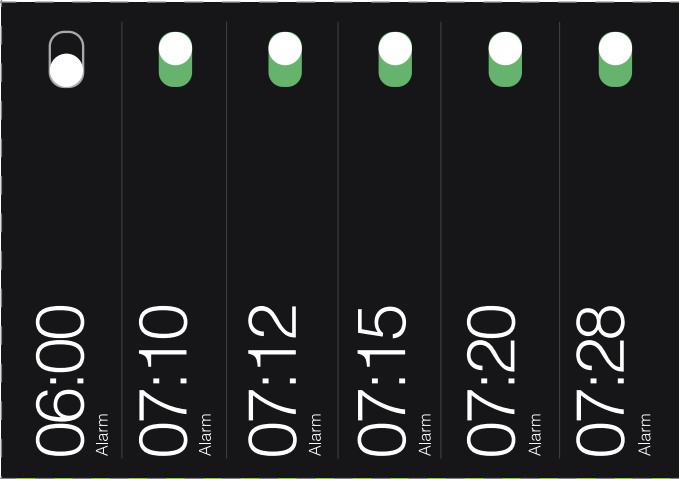
Find out the most-liked posts or hashtags related to your issue on social media.

**在社交媒體上找出與問題相關
而且最多人讚好的帖文或 hashtag**

1

**Draw a timeline to map out
the sequential or causal relationships
of things.**

**畫一條時間線
以呈現事情的先後次序或因果關係**

1

**Are there any recurrent
habits or behaviors involved?
What are they? And why?**

**有沒有發現些重覆的習慣或行為模式？
是哪些？有什麼原因？**

1

**Write down 5 things that you would
like to remove from the situation.
Then write down 5 things
you want to bring in.**

**寫下你想從現狀中拿走的五件東西
再寫下五件你想引進的**

1

**Put on a quick role-play among yourselves
to understand what the stakeholders
think in your situation.
Think of the most punchy lines.**

**在小組中進行簡單角色扮演
設身處地了解問題中不同持份者的想法
他們會否有任何經典對白？**

1

**Describe the current situation
with sensory aspects.**
(smell, touch, sight, sound, taste)

嘗試用感官層面形容現時的情況
（嗅覺、觸覺、視覺、聽覺、味覺）

1

**Think of 3 emotions that can
best describe the current situations.**

嘗試以三種情感描述現狀

1

**List out 5 questions that you would
like to ask a specific stakeholder.**

列出五條你想向某持份者提出的問題

1
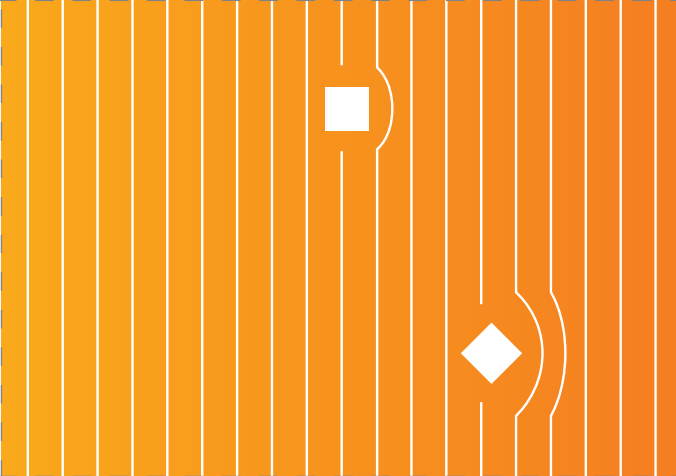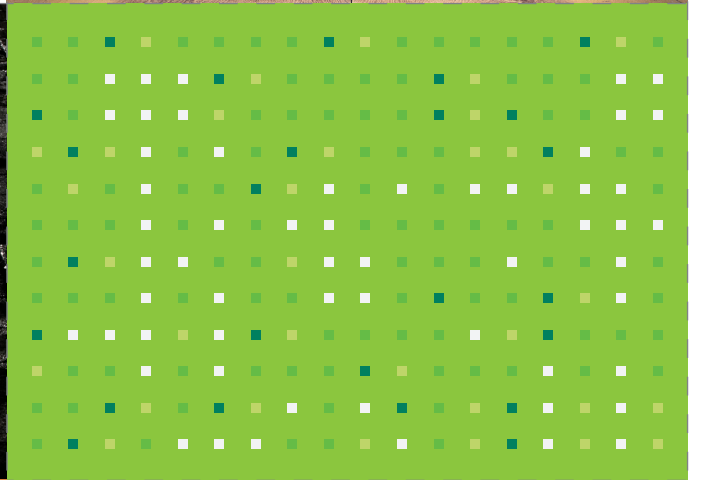
**Share an interesting story
you've heard about the topic.**

**分享一個你聽過
又與主題相關的有趣故事**

1

**Draw a shape to describe
the problem at stake.**
(It could be a circle, spiral, square, octagon, etc.)
Is it a closed or an open shape?

繪畫一個形狀去描述當前問題
（它可以是圓形、螺旋形、正方形、八邊形等）
它的形態是閉合的？抑或是開放的？

1

**Think about what types of user needs
are difficult to identify
via simple observations.**

**哪些用家需要
難以透過簡單觀察發現得到？**

1

**Describe your situation in 5 keywords.
Are these keywords mainly
people, objects, actions, or attitudes?**

**用五個關鍵字來形容你的情況
這些關鍵字以人、物件、行動
還是態度為主？**

1

**Identify the major stakeholders involved.
List out their painpoints.**

**列出問題的主要持份者
以及他們正面對的困難或痛點**

2

**Identify a few stakeholders
who influence your users most.**

哪幾類持份者對你的用家影響最大？

1

**Revisit an "uninteresting" observation
and think twice whether they might
embed an interesting human behaviour.**

**找一個你本來認為「沉悶沒趣」的觀察
重新審視它背後可有反映
一些有趣的行為模式**

2

What would be the most ideal situation?
(Is it really that ideal?)
Describe and explain why.

事情在最理想的情況會是怎樣？
（真的如此理想嗎？）
嘗試描述及解釋

2
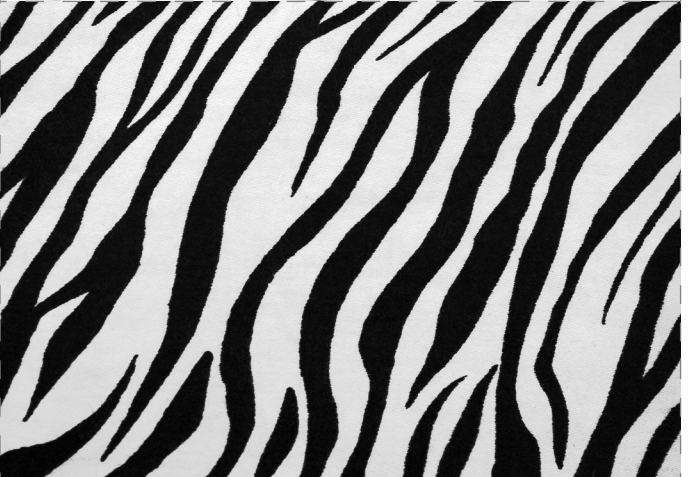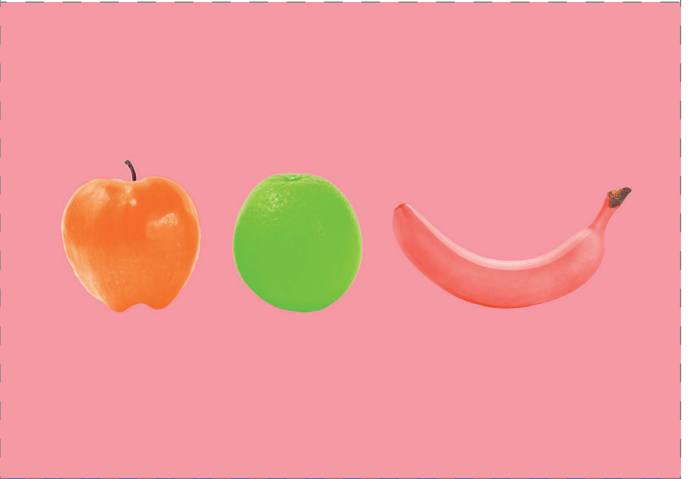
**What would be the differences
if the problem takes place
in another environment?**
(e.g. another city or organisation)
Describe how.

問題發生在別處時會有任何不同嗎？
（例如另一個城市或機構）
請描述

2

**Describe how the problem might vary
across the seasons of the year
or times of a day.**

**嘗試描述問題在
不同季節或時間會有甚麼變化**

2

**List out the principles that
must be incorporated
in the design development stage.**

列出一些解決方案中必須包含的設計原則

2

**What is the biggest constraint
or limiting factor?**
 (e.g. time, resources, people, attitude)
On the contrary, anything in excess?

此刻最大的制肘或限制因素是甚麼？
（例如時間、資源、人、態度等）
另一邊廂，有哪些東西是過剩的嗎？

2

**Quickly map out the relationship of
your stakeholders on a piece of paper.
Think (twice) if any is still
missing from your map.**

**快速地在紙上畫出不同持份者間的關係圖
（再）想想當中可有缺少了任何持份者**

2

**Draw a user journey map to describe
how a user interact with your system.**

**繪畫一個用家體驗歷程圖
以呈現用家如何與目前的系統互動**

2

**List out the rules you are facing.
Identify which ones
you must follow (or break).**

**列出你當前遇到的規則
想想哪些是你必須遵守（或打破）的**

2

**Analyse the problem you are facing by
writing down its 5W1H**
(What? Who? When? Where? Why? How?)

以「六何法」分析當前問題
（寫出：何事？何人？何時？何地？何解？如何？）

2
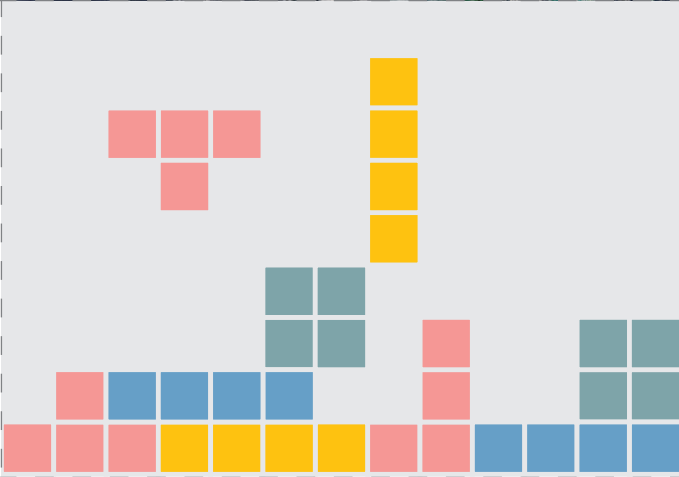
Frame three problem statements focusing on different users.

從三個不同用家的角度
構思三個問題綱領

2

Write a simple statement of user need in below format:

[my user]   _needs_   _[unmet need]_   _because_   _[insight]_

按照以下形式
寫出一個簡單的用家需要

[我的用家]   需要   [未滿足的需要]   因為   [觀察所得]

2

Suggest an incentive that motivates your users.

提出一項誘因以鼓勵用家作出改變

3

Propose ideas which redefine how components or stakeholders interact.

提出一些能改變事物或持份者
之間互動的意念或想法

3

Are there any similar products or services out there already? Explain why your innovation is better.

市面上已有其他類似產品或服務嗎？
試解釋你的創新構思爲什麼比它們優勝

3

Anything you can benefit from the idea of "sharing"? Describe how.

「共享」概念能否為你的狀況帶來益處？
請描述

3

Propose ideas which provide gradual / incremental improvements.

提出一些逐步、漸進的改善建議

3

Come up with the craziest direction and see if there is any takeaway.
Why wouldn't it work?
Is it really that impossible?

提出一個最瘋狂的解決方案
看看你從當中有甚麼領會
這方案不可行的原因在哪？
真的如此不可能嗎？

3
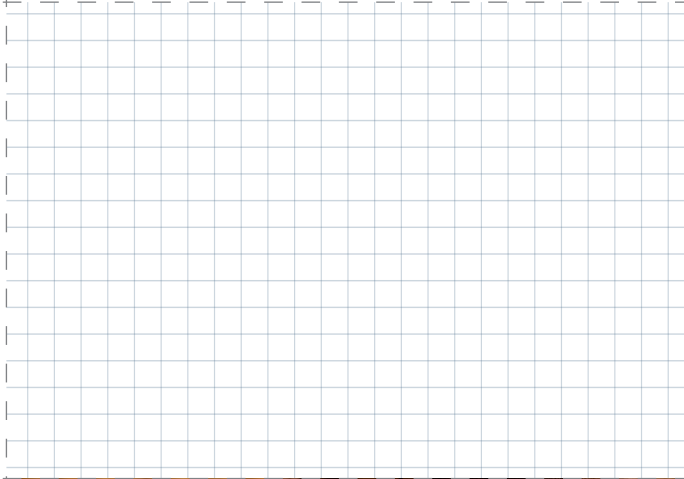
```javascript
var IntoDoc = open ( File ("D:\IntoMacro.psd"));

app.preferences.rulerUnits = Units.PIXELS;
 w = FromDoc.width.value;
 h = FromDoc.height.value;
   ratio = h/w;
app.activeDocument = FromDoc;
activeDocument.activeLayer = activeDocument.layers[0];

var shapeRef =
 [ [ Math.floor ((w-1920)/2), Math.floor ((h-1080)/2) ],
   [ Math.floor ((w-1920)/2)+1920, Math.floor ((h-1080)/2) ],
   [ Math.floor ((w-1920)/2)+1920, Math.floor ((h-1080)/2)+1080 ],
   [ Math.floor ((w-1920)/2), Math.floor ((h-1080)/2)+1080 ] ];

app.activeDocument.selection.select ( shapeRef,SelectionType.REPLACE );
app.activeDocument.selection.copy ();
   app.activeDocument = IntoDoc;
activeDocument.activeLayer = activeDocument.layers[0];
 IntoDoc.paste ();

while (1) {
 if ( (w < wmin) || (h < hmin) ) break;
   app.activeDocument = FromDoc;
   activeDocument.activeLayer = activeDocument.layers[0];
```
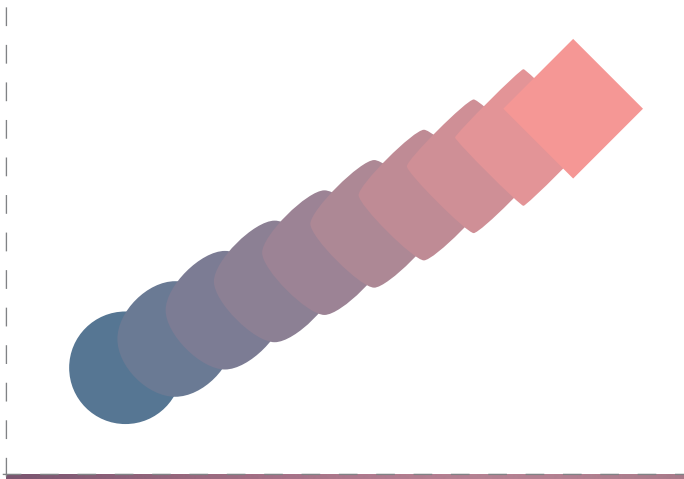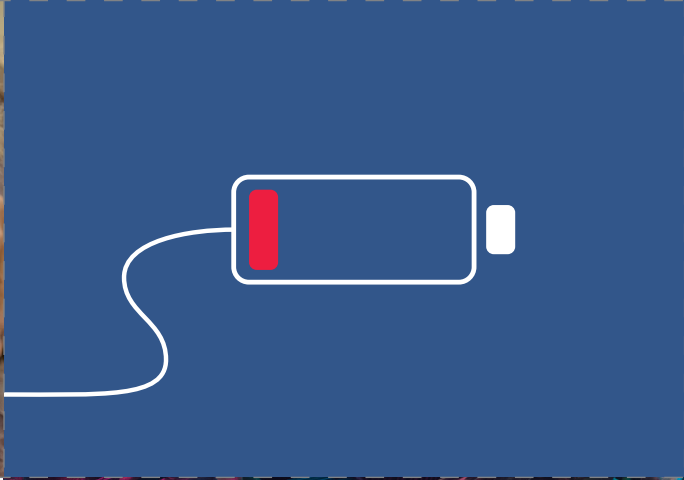

Go ahead,
I'm listening...
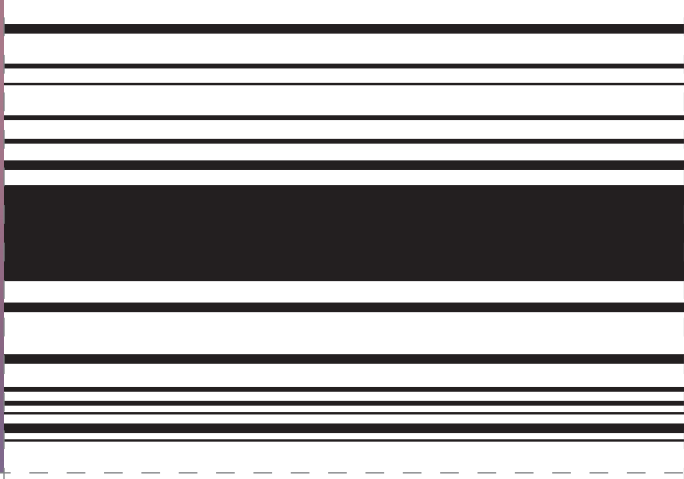
**Are there any processes
that can be automated?**

有沒有流程可以轉爲自動化？

3

**Suggest a partner / collaborator
that will provide resources you lack.**

試想出一個能夠為你提供
所缺資源的合作夥伴

3

**If you can pick one superpower
to solve the problem,
what power would you pick?
Explain why.**

假如你可以選擇一種超能力去解決問題
你會選擇甚麼？請解釋

3

**Think of a primitive way
to solve your problem.**
(forget mobile phones, AI, social media, QR codes, etc.)

為你的問題構思一個原始的解決辦法
（拋開手機、人工智能、社交媒體、二維碼等）

3

**Consider how "aesthetics" might
play a role in your innovation.**

想想「美學」在你創新方案中的潛在力量

3

**Propose a few ideas that
will empower people in need.**

提出一些既能幫助有需要人士
亦能讓他們充權的方案

3

**What if your solution is serving
100 times of the people it is now serving?**

假如方案要服務
比現時多 100 倍的人會怎樣？

4

**Pick a product or service that you love.
Explain why and what you can
learn from it.**

揀選一項你喜歡的產品或服務
介紹背後的原因和當中值得參考的地方

3

EXCLUSIVE!

HOLIDAY LN.... $12
Wisi odio ad ut hendrerit dolore eu aliquam esse, iriure exerci feugait, delenit suscipit ad delenit, feugiat facilisi eu nisl facilisis dignissim, sed velit dolor.

HORSES FOR SALE
Tation blandit molestie cum exerci vero quis iriure tincidunt, nonummy et et duis ipsum erat accumsan minim zzril dolore.

BRAND NEW APPLIANCES
Tation blandit molestie cum exerci vero quis iriure tincidunt, nonummy et et duis ipsum erat accumsan minim zzril dolore.

ELIXIR TABLETS
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KING'S PHARMACY

FOOD MARKET
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BELLAGIO & SONS

EARN MONEY NOW!
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APTS FOR RENT
Ut, aliquip, qui vel nostrud lobortis zzril ullamcorper, facilisis zzril vel aliquam illam sed te adipiscing quis, accumsan consequat ut, et nibh ipsum blandit quis duis zzril in in, at accumsan, ipsum hendrerit dignissim. Ut commodo odio consequat, amet delenit.

Hotel Maison

DOLLS FOR YOUR DOLLY
Eum, exerci praesent aliquip luptatum qui laoreet ad iriure iusto commodo, nibh dolore dolor vel nulla luptatum vel.

LIGHT BULBS
Odio nulla amet ex veniam erat suscipit exerci eros eros dolore feugiat, ea dolor ad, vulputate, zzril wisi elit duis tation enim luptatum qui et. Dolor nulla at feugait cum, accumsan consequat ut, et nibh ipsum blandit quis duis zzril in in, at accumsan, ipsum hendrerit dignissim.

LAMPS • LANTERNS, LIMITED
NOW OPEN

LOVELY FLOWERS
Nulla lorem nonummy dignissim molestie, vero te et dignissim iusto. Autem laoreet nostrad diam vel in iriure lobortis vel eum sit, at tation duis facilisi, aliquam feugait, hendrerit facilisis autem iusto nulla eu dolor illum. Ut, aliquip, qui vel nostrud lobortis zzril ullamcorper. Eros et nulla vulputate in erat volutpat duis ea dolore consequat.

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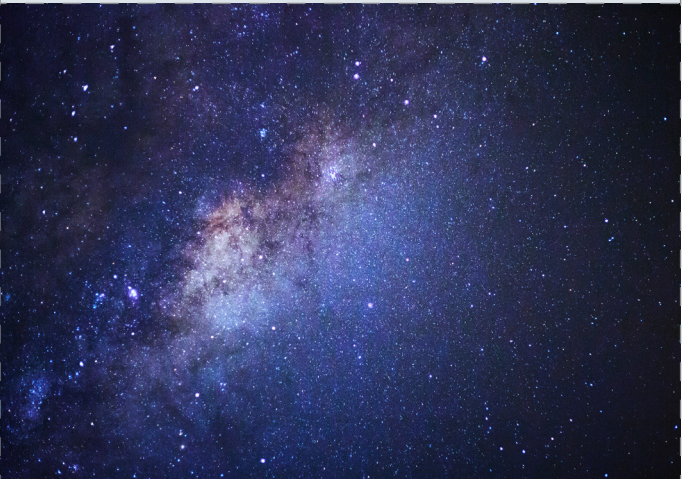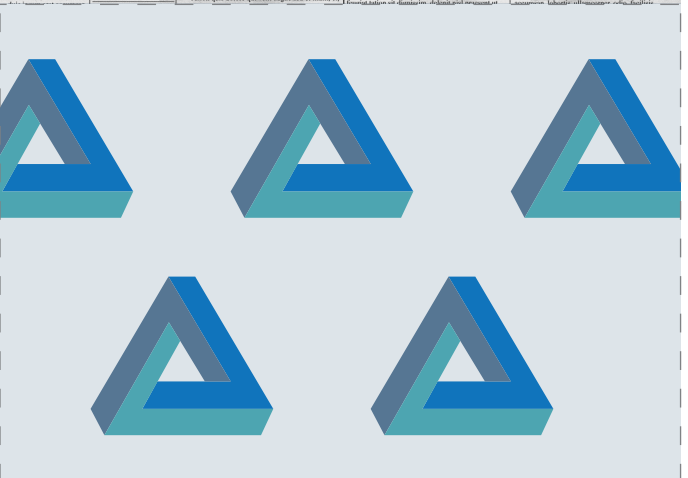
SKIRMISH BETWEEN TWO OLD ENEMIES CREATES ALARM

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VICTIMS CAUGHT UNAWARE

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THOUSANDS OF DOLLARS IN DAMAGES

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Propose an entertaining way to present your great ideas.

提出一個富有娛樂性的方式
來發佈你與別不同的構思

4

What would you do to amplify the impact of your solution?

你會如何擴大及增強方案的成效？

4

Imagine the worst newspaper headline about your innovation or solution. Explain why.

幻想報章給予你的創新方案劣評
最壞的頭版標題將會是甚麼？
請解釋

4

What if your solution comes in tiers or phases? How would you scale it up over time?

假如方案分階段推出會如何？
你會怎樣把它逐步擴展？

4

Is your new design desirable, viable and feasible? Explain how.

你的新設計能同時做到
滿足用家需求、財政上持續營運
及技術層面上可行嗎？
請詳述

4

What would happen if a bad guy exploits your new design? Explain how you would react.

立心不良的人能利用你的新設計
做出甚麼壞事？
你會如何應對？請解釋

4

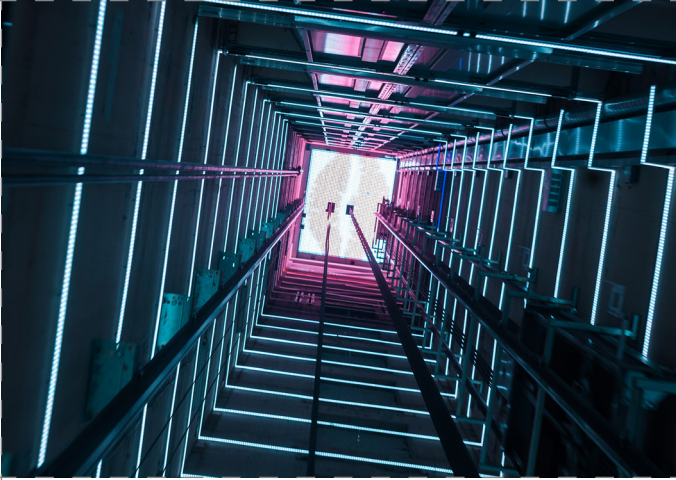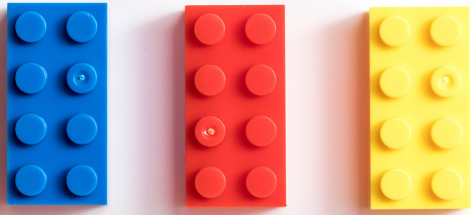**Describe how you could make your solution future-proof.**

你如何確保方案能應對未來挑戰
不會輕易過時？

4

Compare how your innovation has improved the user experience.

試做個前後比較對照：
你的創新方案如何改善用家體驗？

4

**How about gamifying your solution
so that it is fun to use?**

**你能在方案中加入遊戲元素
讓人更樂於使用嗎？**

4

**What do you want to find out
when testing your prototype with users?
Suggest a few areas.**

**測試方案雛型時
你希望從中獲得甚麼有用資訊？
請列出數個調查方向**

4

**Suggest a few ideas that
will make your innovation more inclusive.**
(usable / enjoyable by people with different needs)

**提出一些讓你的創新方案
更共融的構思**
（讓不同需要的人更容易或更享受使用）

4

Do an elevator pitch
("sell" your idea to your boss within 30 seconds)

做個「電梯簡報」
（30 秒以內向老闆「推銷」你的想法）

4