


TOMORROWS' HEADLINES

WHAT

Brainstorming technique that combines individual thinking and group thinking. The goal is to stimulate foresight and be prepared for different possible outcomes.

WHEN TO USE

- **Stage(s):** Preparation & setup
- **Goal:** Map & engage stakeholders/actors, create new knowledge & ideas, think ahead & find solutions to address challenges/problems
- **Type:** Participation & co-creation tool
- **Time & Effort:** 1 - 2 hrs 

HOW TO USE

- Brainstorming tool that uses envisioning technique.
- Ask participants to close their eyes and envision the moment in which the product or service will be launched.
- Participants write fictional News paper articles, blog posts or ted talks about that moment.
- Ask questions like how will it be introduced to its potential users? what features will be highlighted?
- Stimulate provocative and creative writing.
- Like in a brainstorm, there are no bad ideas or articles - everyone writes his own article.
- Share your articles or ted talks with the group and look for common ground. What impact does this have on your project?

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STRENGTHS

- Helps to align on a common vision with the project team
- Working backwards helps to get a new perspective
- Fun and informal method to gather a lot of new perspectives
- Participants can follow their own train of thoughts when writing
- Brainstorming technique that involves the more introverted as well

WEAKNESSES

- Ensure enough time for the group discussion afterwards
- Important to find common grounds in the different stories
- Powerfull technique for a very specific question

Source: Tomorrow's Narratives | Service Design Tools & Headlines from the Future
SessionLab