



Brainstorming session 2

(approximately 15 minutes)

This session will identify things that can be designed to deliver 'the experience'. The group will have voted to select their top five ideas from the first brainstorm session. Now you have five new wake-up sensations, you can brainstorm products, methods and techniques that might be designed to provide those experiences.

Look at the responses generated during Brainstorm session 1. Imagine that the sound of chimes, a cold feeling, a breeze, a tingle and perfume received the most votes and then pose a question for each, for example 'what kind of object could wake you up with a breeze?'

Brainstorm each new question for about five minutes to arrive at potential solutions. Here are some examples of the kind of results you may arrive at:

A fan might be used to provide a breeze, which at the same time could also agitate some chimes

To provide a tingle it might be possible to put a vibrating element into a pillow

Perfume becomes more potent when warm, so a possible solution would be to put the perfume in a container that could be heated at a specific time

Slowly removing the duvet might be an option for 'cold', a possible solution might be a device at the end of the bed that rolls down the duvet

