



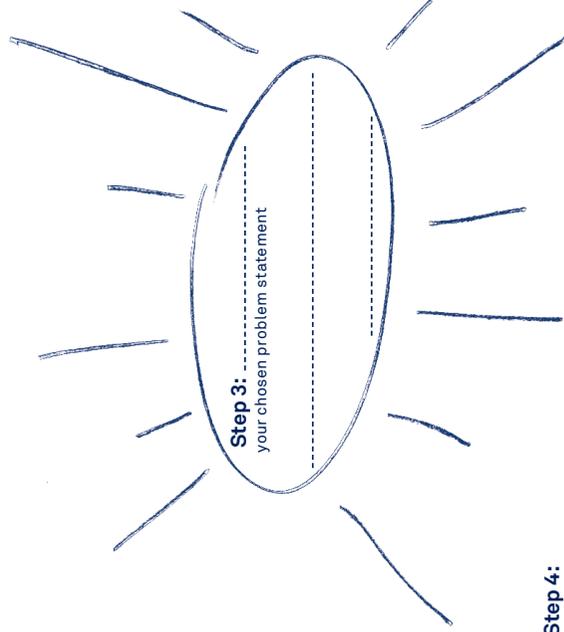
## Beyond Design

## Worksheet

Use this worksheet to complete the 10 step process and use extra paper when needed. Running low on worksheets? Make copies or download and print extra from: [www.renateboere.nl/downloads](http://www.renateboere.nl/downloads).

**Step 1:** .....  
selected topic card (pick 3, select 1)

**Step 2:** .....  
selected target audience card (pick 3, select 1)



**Step 4:** .....  
mindmap

**Step 5:** .....  
selected visual association cards (pick +/- 4)

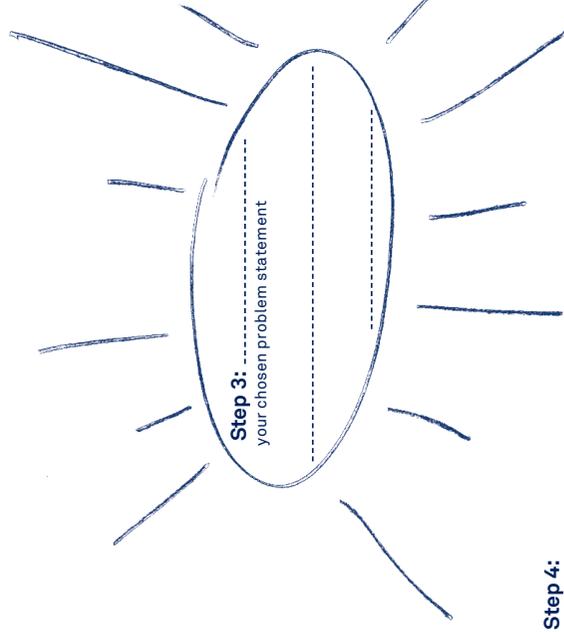
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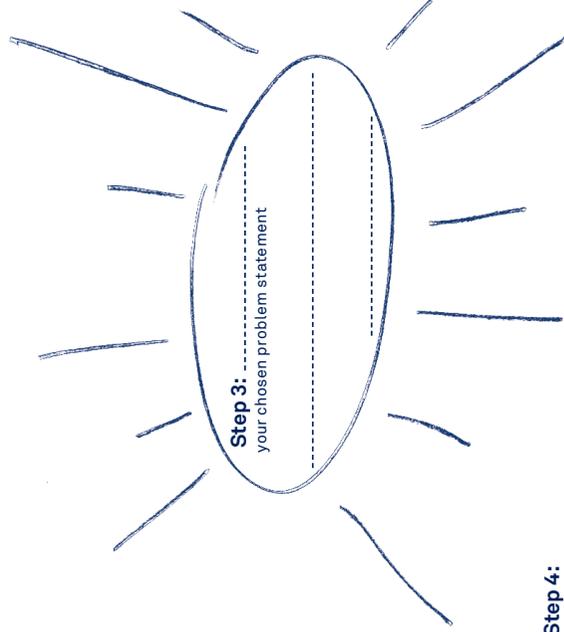
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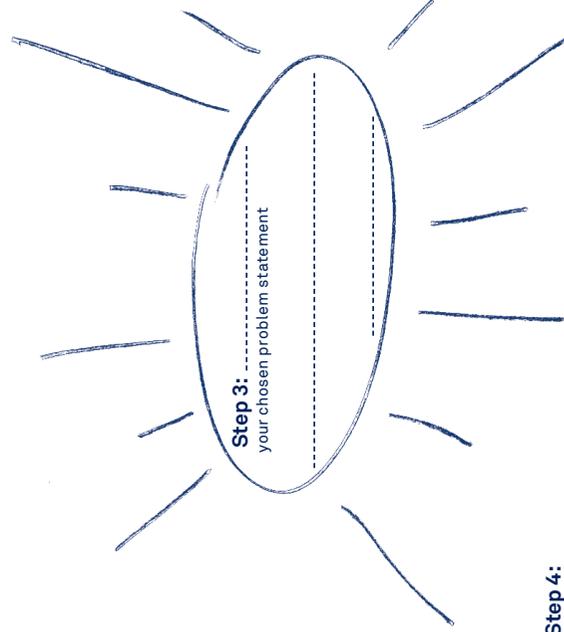
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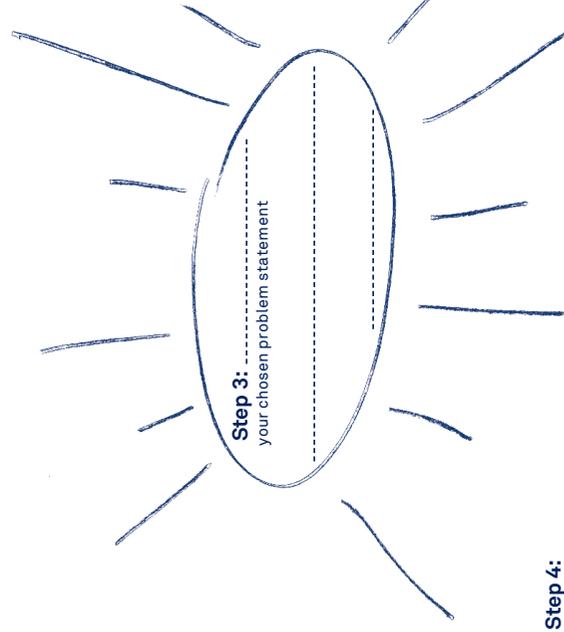
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**Step 6:** \_\_\_\_\_ is the key to solve

most interesting word from the mindmap

problem

with/for \_\_\_\_\_ target audience

target audience

**Step 7:** \_\_\_\_\_ medium

medium

**Step 8:** \_\_\_\_\_ partner(s) with network and knowledge

backer/funder

partner(s) with network and knowledge

**Step 9:** 'We have the same goal because \_\_\_\_\_ problem + consequence

problem + consequence

Therefore I/we came up with \_\_\_\_\_ name of idea

name of idea

This is a \_\_\_\_\_ explanation of idea

explanation of idea

**Step 10:** Pitch your idea in 2 minutes.

How unique and creative is the idea?

**Feasibility**

How practical is it to implement the solution?

How practical is it to implement the solution?

assess each project. These

questions should begin with

'how' or 'why'.

**Connection with target audience**

How relevant is it to the target audience?

How relevant is it to the target audience?

**Strategy**

After the pitch, the jury rates

each project with points

on a scale of 1 to 5. There

are 6 categories (7 when

playing in teams\*) on which

the jury will base his/her

assessment.

**Quality pitch**

How compelling is the pitch?

How compelling is the pitch?

**Teamwork\***

How well did the team work together?

How well did the team work together?

**Total**

assessment.

\_\_\_\_\_

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