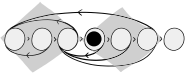


Project:
Team:
Version & Date:

ANALOGIES AND BENCHMARKING



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



Quick guide: A combination of analogies and sketches can be used for more creativity in brainstorming. Analogies and benchmarks, such as other industries that help wildlife, individuals or organisations to change the way they look at the problem in order to generate new ideas and stimulate brainstorming.

More tips & tricks for this template on book page: 171

1 Problems and Pains
Reflect again on the biggest problems and pains.




Attributes
List possible attributes.



2

Analogies
Find analogies to the attributes.



3

Ideas
Develop original and feasible ideas.



4

Findings
Summarize the most important findings.



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