



brainstorm template

THE INSPIRED FOUNDRY

HIGH-LEVEL STUFF

Establishing the overall goal of the project is step one for brainstorming with purpose and ensuring that your focus is on the impact your project will have on the intended audience.

WHAT PROBLEM WILL YOUR IDEA SOLVE?

WHO NEEDS THIS PROBLEM SOLVED?

WHY ARE YOU CREATING THE SOLUTION?

WHAT FORM WILL YOUR IDEA TAKE?

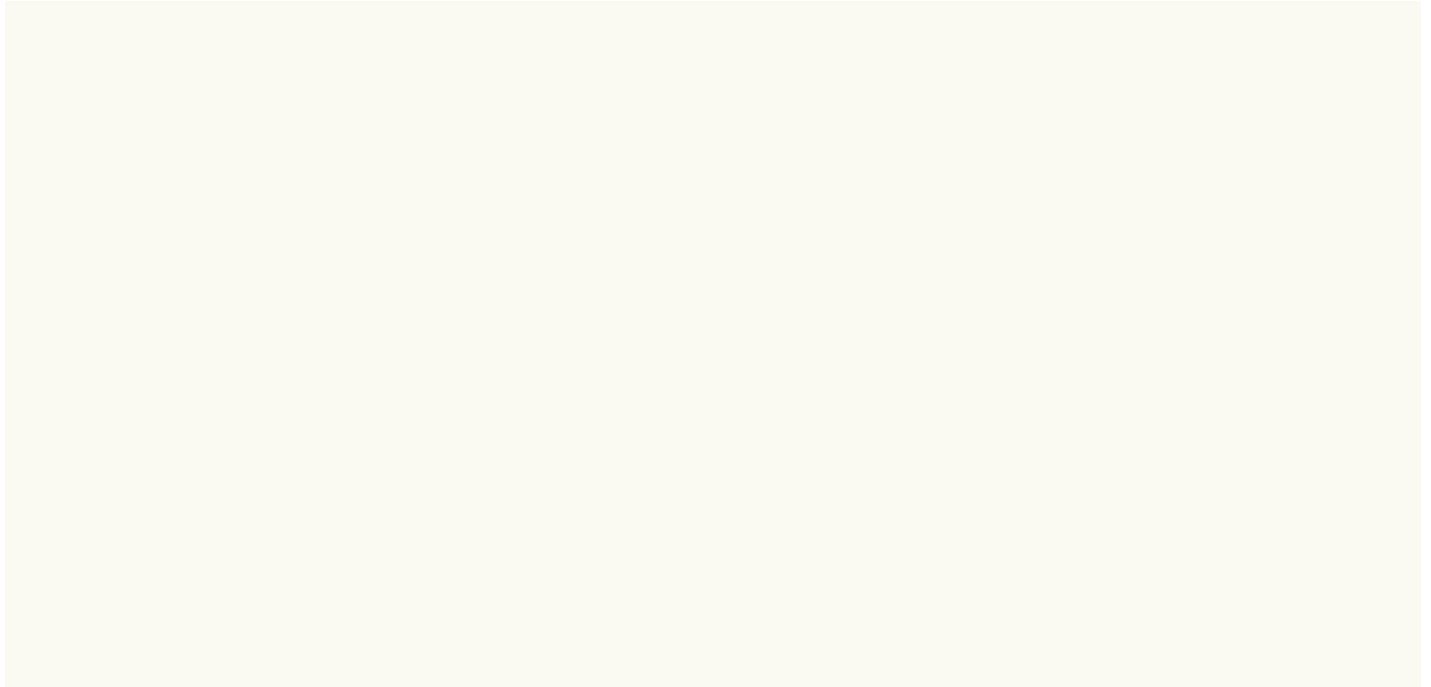
WHERE WILL YOUR IDEA LIVE / TAKE PLACE?

WHEN WILL YOU LAUNCH YOUR IDEA?

WHAT DO YOU WANT YOUR AUDIENCE TO KNOW, FEEL, AND DO AS A RESULT OF YOUR SOLUTION?

BLUE SKY

If the sky were the limit - aka money is no object - what would your idea look like?



CONSTRAINTS

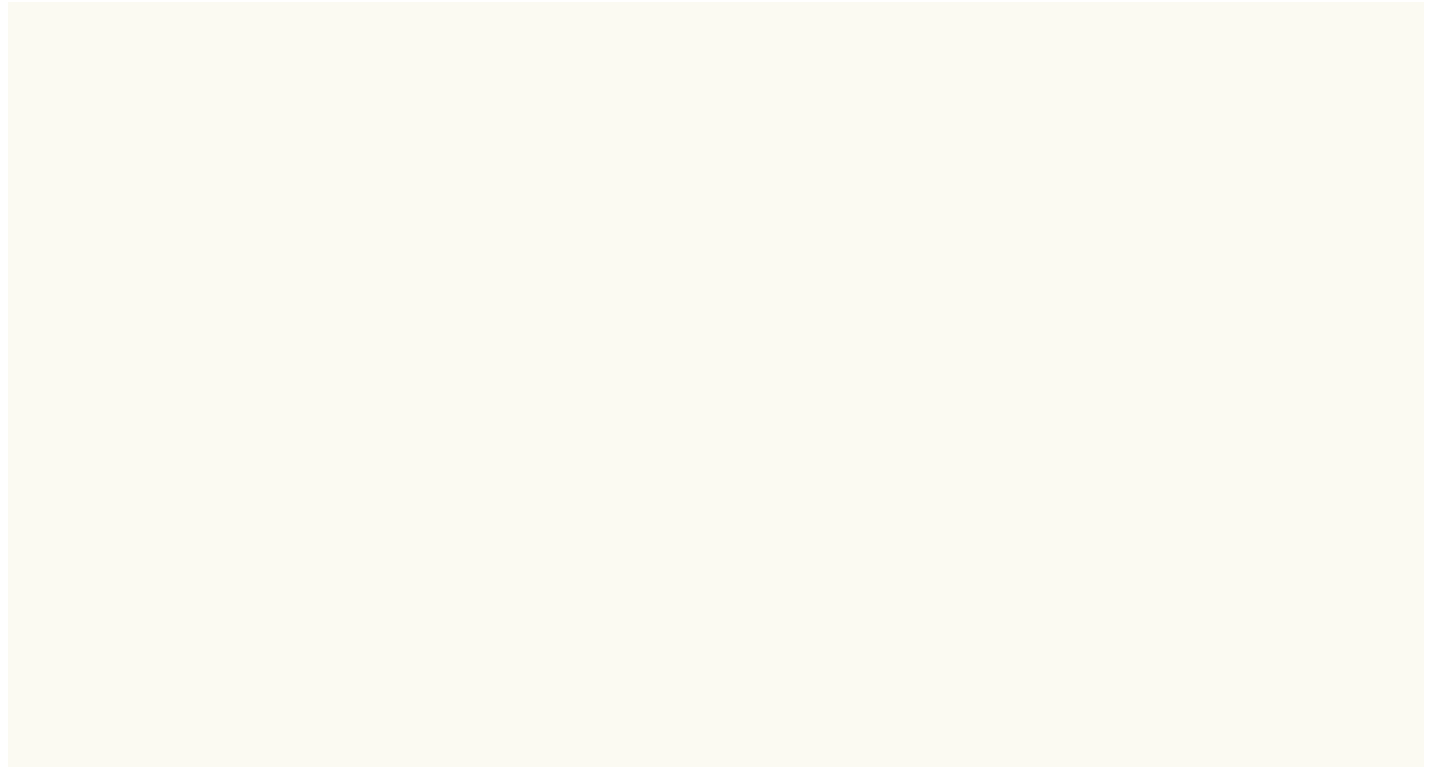
A few ideas for potential restrictions to your idea. Add your own in the table on the right.

TIMELINE:	
BUDGET:	
OUTSOURCE:	
TECH:	
RESOURCES:	

ENVISION THE OUTCOME

Consider the audience's experience as they interact with your thing. Literally close your eyes and pretend you are your customer, about to purchase the thing or walk into the event or click through to your website. Walk yourself through every detail from the initial introduction to the final moments of interaction.

Write down everything that comes to mind. Then categorize the items into lists below into Tasks, Questions, and a third list of your choosing to help you prioritize what to tackle first.



TO DO:	QUESTIONS:	



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The Inspired Foundry exists to bring inspired ideas to life through curiosity, collaboration, and artistically-aligned design. You can learn more about the Foundry's brand design services, shop the Market for other products, and read up on creativity and design on the Think Tank via theinspiredfoundry.com, or on Instagram, [@theinspiredfoundry](https://www.instagram.com/theinspiredfoundry). I am so grateful to you for taking the time to check out this resource — I'm always looking to improve what I create and would love to hear what you think. Send any thoughts or inspired ideas to karla@theinspiredfoundry.com.