THINK
DON'T SQUEEZE

DEVELOPING SOLUTIONS

This report highlights the process of using collaboration, design and data to developing solutions to violence through ideation, prototyping, validation and and testing.

End Violence in America

IDEATION
Divergent Ideas

Moonshots

Moonshot thinking is imagining solutions to problems where the solution could be described as being as difficult as "shooting for the moon". Moonshots live in the gray area between audacious projects and pure science fiction; they are 10X improvement, not 10%. The key to moonshot thinking is to think as if nothing is impossible to ideate without boundaries.

Walk through your neighborhood and start by discussing the problem you want to solve, then discuss ideas that could solve the problem. Brainstorm as many ideas as possible and come up with at least one moonshot.

What the worst way to solve the problem? What is a way to solve the problem that no one would think of? What is a way to solve the problem that others might say "that would never work?"

During the ideation process, criticism isn't helpful. You'll need the freedom of minimal boundaries in order to get to new ideas.
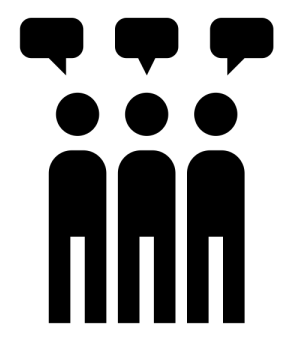
Brainstorm

Brainstorming is an invention and discovery strategy where someone collaborates with others to explore topics, develop ideas, and/or propose solutions to a problem. They key is to work as a group and let your ideas flow like a freestyle, just keep going with the ideas, let everyone contribute theirs and write them down as fast as possible so you can move onto the next idea.

PROTOTYPE

Move your idea into a format that helps others understand your idea as a solution. Below are two methods for prototyping solutions on paper.
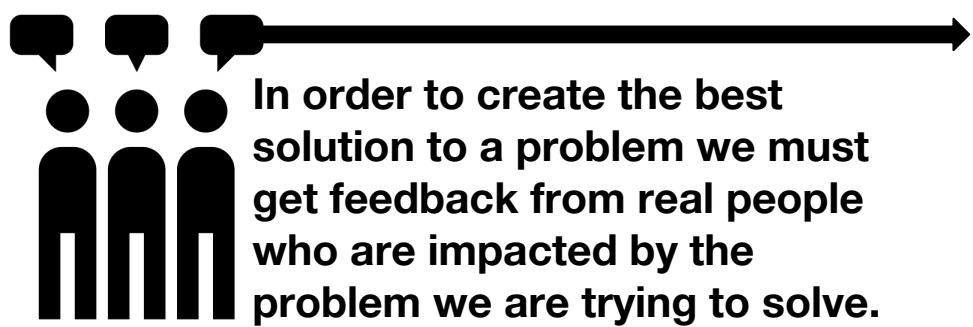
Key Action Model
- Key Action
- Reward
- Motivation
- Ability
- Triggers

Life Model Canvas
- Values
- Goals
- Moonshot
- Key Activities
- Support Systems
- Obstacles
- Inspirations

VALIDATE

In order to create the best solution to a problem we must get feedback from real people who are impacted by the problem we are trying to solve.

Think Don't Squeeze Community Validation
Who are you validating the prototype with?
What worked well for them?
What didn't work well for them?
What would they like to change?
How would the change help them?
What did you learn?
What would you do differently next time?

Take your learnings and start the Think Don't Squeeze process over again until you are ready to launch.

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