

# Ideate, Iterate + Contribute

Facilitators: Carrie Bishop + Ximena Sarango  
Partners: Danielle Harris + Warren Logan

# Agenda

1. Intros (10 sec or less)
2. Why Ideation? (10 min)
3. Intro to MTA/CTA Challenge (10 min)
4. Practice (30 min)
5. Next Steps (5 min)

# Process



From: Designing for Growth: a design thinking tool kit for managers

## **Ground Rules**

*01 Defer judgement.*

*02 Encourage wild ideas.*

*03 Build on the ideas of others.*

*04 Stay focused.*

*05 Be visual.*

*06 Go for quantity.*

# Introduction to Challenge



*How might we increase the  
diversity and number of San  
Franciscans that share rides?*

Yes **BUT**...

Person 1: A great San Francisco vacation would \_\_\_\_\_

Person 2: but \_\_\_\_\_

Yes **AND**...

Person 1: A great San Francisco vacation would \_\_\_\_\_

Person 2: AND \_\_\_\_\_ + ...



Yes **AND**...

A shared ride would \_\_\_\_\_ + \_\_\_\_\_ + ...

# Solve for your persona with ... the Worst Possible Idea

Tanya

Jennifer

Mr. Maye

Matthias



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Solve for your persona with ... the most delightful idea

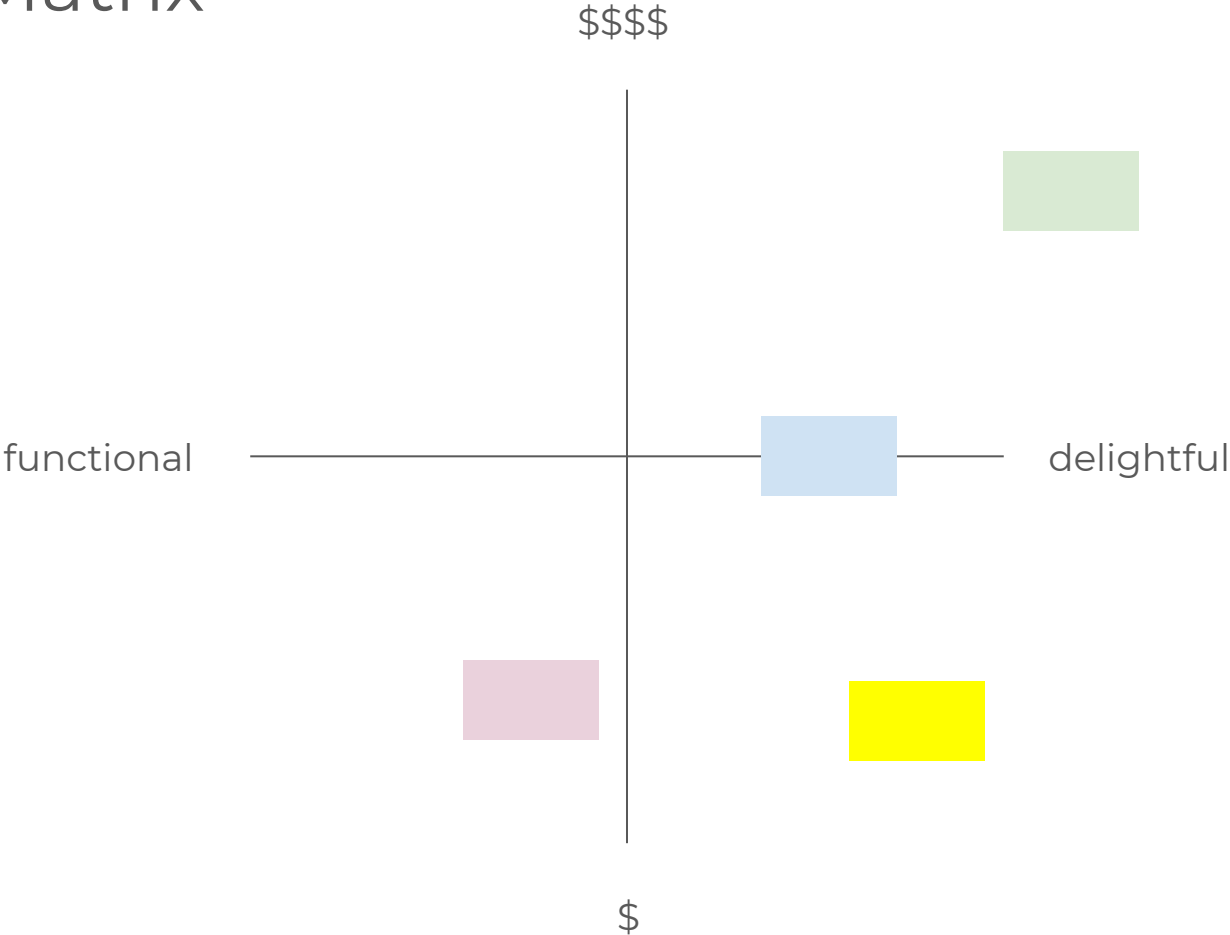
Jennifer

Mr. Maye

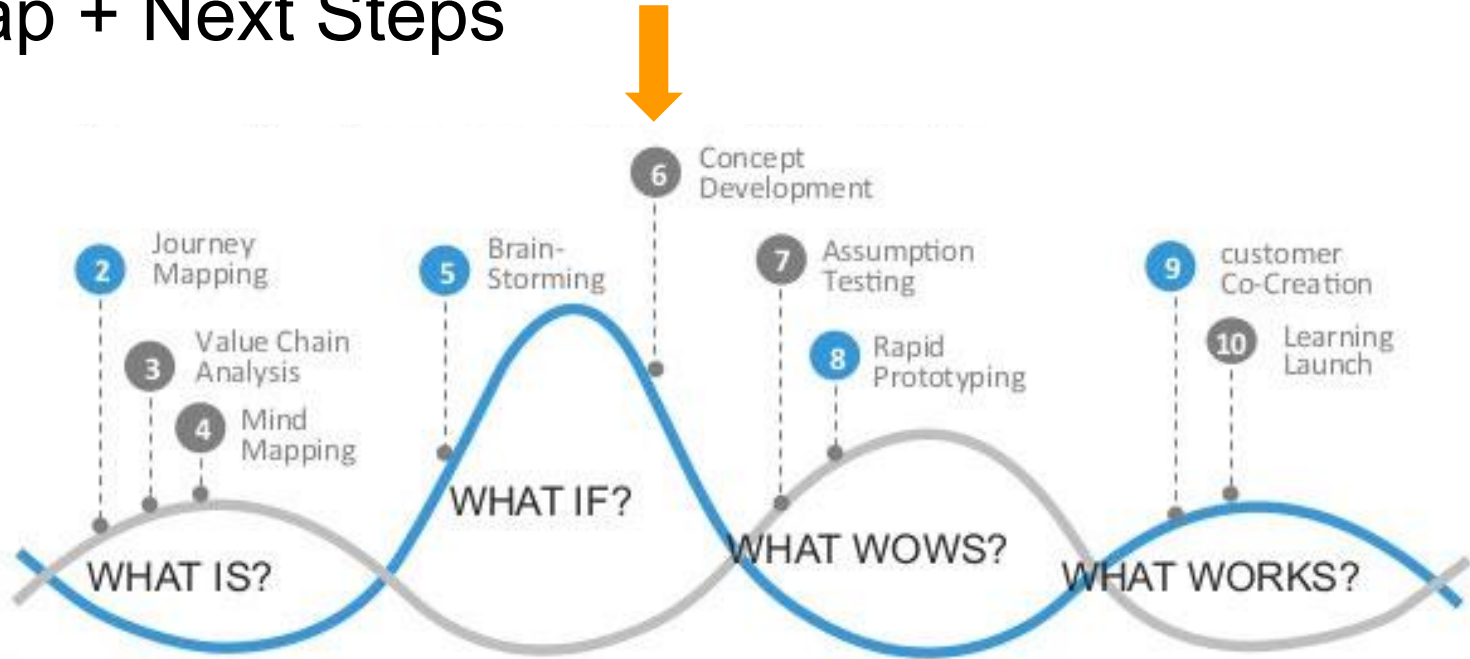
Tanya

Matthias

# Put it on a Matrix



# Recap + Next Steps



What might this look like for you ?