MOBILITY VIP CARDS: WORKSHOP GUIDE AND TIPS - STANDARD PLAY

PURPOSE: Rapidly create future scenarios for mobility around the year 2040

LEARNING OUTCOME:
- Stimulate thinking about what is possible and probable for mobility within 30 years.
- Gain practice on rapidly framing, conceiving, and communicating concepts and strategy

STEP ONE: TRENDS AND ISSUES - Future Context
You receive 7 cards that outline some conditions of the world in 2040. (gray background)
  - How might these pieces fit together?
  - Imagine ways in which the different conditions on the cards interact with each other and create other effects in the world.
  - What is it like to live in this future?
  - Discuss and arrange the cards in order of impact. Cluster cards that have an important influence on each other
  - What kinds of challenges do you imagine people and businesses might have?
  - Try to summarize the scenario.

STEP TWO: DESIGN CONTEXT
You receive 4 cards that outline the design context that you are working within in 2040.
  - Imagine what kind of needs the customer has in this future world?
  - What kinds of products or services can our company make that leverages off of who we are and the expertise we have.
  - Does this change the importance or clustering of the future context cards?
  - What is the design solution that is optimized to sustain the customer, our enterprise and world?

BRAINSTORMING
- Brainstorm mobility opportunities and solutions for the hand you are dealt.
- Capture ideas in bullet points, diagrams and sketches.
- Propose strategies that will make the future world a better place for your customer, the world in general, and be good for your business.
- Try to be realistic within the timeframe. Push the boundary towards science fiction when brainstorming but refine back to something believable.
- If you get lost, keep coming back to the customer needs and what your enterprise can do to provide value.

REPORTING:
It’s helpful if each team follows a similar outline when reporting back to the whole group:
1) Give a summary on the hand you were dealt. Say something brief about each of the Future Context cards. You may do this in whatever order you think makes the best story.
2) Tell a story about what that future must be like to live in.
3) Read your Project context cards
4) Describe what is important to the customer in this world
5) Describe what is important to your business within the future context – what is the high level strategy
6) Describe your design solution in some detail.