

How might we ... \_\_\_\_\_

---

# Problem *What really bugs you?*

A problem that prevents us from achieving all that we would like to.

Draw something simple



Write something short

---

---

---

---

---

---

---

---

---

---

**Pro tips:** Print one-sided, use a good pen, make one clear point and feel free to print and stick things on if that's easier.

How might we ... \_\_\_\_\_

---

# Opportunities *What could we do?*

An idea that you have that might be an opportunity for us to explore.

Draw something simple



Write something short

---

---

---

---

---

---

---

---

---

---

**Pro tips:** Print one-sided, use a good pen, make one clear point and feel free to print and stick things on if that's easier.

How might we ... \_\_\_\_\_

---

# Insight *Seen anything interesting lately?*

A surprising or innovative approach that we could learn from.

Draw something simple



Write something short

---

---

---

---

---

---

---

---

---

---

**Pro tips:** Print one-sided, use a good pen, make one clear point and feel free to print and stick things on if that's easier.

How might we ... \_\_\_\_\_

---

# Need *What is the most important thing we must do?*

Something that the BBC or UX&D need that will go unmet without us.

Draw something simple



Write something short

---

---

---

---

---

---

---

---

---

---

**Pro tips:** Print one-sided, use a good pen, make one clear point and feel free to print and stick things on if that's easier.

How might we ... \_\_\_\_\_

---

# Theme *Seen any emerging trends?*

A pattern or theme that could be at the centre of everything that we do.

Draw something simple



Write something short

---

---

---

---

---

---

---

---

---

---

**Pro tips:** Print one-sided, use a good pen, make one clear point and feel free to print and stick things on if that's easier.