

## Determine Object

Pick an object that you can readily access. The stranger the object, the better. See the Tips for suggestions for items.

## Force Fit

Brainstorm ways that you can integrate some part of that object into your ideas and solutions. Use any way that the object can inspire you. Only think of ideas that integrate the object in some way. Try using the Ideation worksheet to manage your brainstorm.

Object Integration		Project
<b>Object</b> Pick a random object and write it below. It must be an object that is physically present.		
<b>Ideas</b> Brainstorm solutions to your problem that pull inspiration from the object. Put the stickies below.		
Version Control	Iteration #:	Date:
		Author:

## Why

Using an object for inspiration is a way to spur your mind to come up with new ideas. It may seem counterintuitive to introduce additional constraints to expand your thinking, however it will push your mind in different directions and help generate more concepts.

## What came before?

- Ideation
- Persona
- Observation
- Usability Testing
- Contextual Inquiry
- Interview

## What's next?

- Exploring An Idea
- Ideation Affinity Group

## Tips

Pick an object that you have no idea initially how to integrate into your project.

Don't give up on an object if you can't think of anything, force yourself to come up with at least a few ideas pertaining to the object.

Try picking objects that 'do things'. Examples include kitchen gadgets, hand tools, sports equipment, toys, and office equipment.

Follow this activity with an exploration of the ideas you came up with and a selection process to apply them to your project.

## Object

Pick a random object and write it below. It must be an object that is physically present.

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## Ideas

Brainstorm solutions to your problem that pull inspiration from the object. Put the stickies below.