One of the best ways to innovate is to look for inspiration from different fields. The simple act of looking for ideas in a different context can bring to mind lots of new ideas. For example, a surgeon can get insights about organizing his or her medical supplies by visiting a hardware store; an airline employee might get ideas about check-in by observing a hotel front desk.

To identify inspirational analogous settings, list all the distinct activities (verbs) or emotions (nouns) you can think of for that setting. In a car wash, for example, activities include waiting in line, washing, drying, and paying. Good analogous settings would include some or all of those activities—for example, getting a haircut or going to a laundromat. Take a moment to brainstorm several analogous research possibilities below. We’ve provided examples in grey to jog your thinking.

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**SAMPLE DESIGN CHALLENGE**

**HOW MIGHT WE IMPROVE THE EXPERIENCE OF CHECKING IN AT THE AIRPORT?**

**WHAT ACTIVITIES & EMOTIONS COMPRIZE THIS EXPERIENCE?**

- arriving
- waiting in line
- feeling anxious

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**YOUR DESIGN CHALLENGE**

**HOW MIGHT WE...?**

**WHAT ACTIVITIES & EMOTIONS COMPRIZE THIS EXPERIENCE?**

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**BRAINSTORM OTHER SITUATIONS WHICH INCORPORATE SIMILAR ACTIVITIES.**

- hotels
- movie theaters
- dentists’ office

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