



Interview

- ☑ Using your “Frame it” notes, decide what you want to pursue and explore further
- ☑ Formulate a brainstorming question, something like

“How might [write your Frame] be a lifestyle and a craft?”

“How might the passion for [write your Frame] bring extraordinary value to the world?”

- ☑ Ask as many people as you can to answer this questions above and give you as many ideas as possible.
- ★ *Make it clear to your respondents that no particular logic is required from them. You are looking for creative, innovative and unusual answers.*
- ★ *Don't interrupt your respondents and don't judge anything they say:*
- ★ *You may ask only clarifying questions.*
- ☑ Thank everyone
- ☑ When you are done with everyone, select the ideas that look and feel the most interesting, exciting, unusual and match your dreams the best.