

i2 media research: **IMPACT** Ideation Canvas

Interesting



How could different user groups be motivated to engage with your product/service/experience?

Meaningful



How could your product/service/experience connect people to something bigger (e.g., their values)?

Personalised



How could your product/service/experience be personalised in a manner which is sensitive to human values?

Affective



What sorts of emotions could your product/service/experience facilitate?

Collective



What elements of your product/service/experience could help people connect with others?

Transportive



In what ways could people lose themselves in your product/service/experience?