

# Trigger Questions Session

Trigger questions are prompts for creating innovative ideas. They force you to think outside of the box and generate new solutions around a provocative possibility.

## HOW TO RUN A SESSION

**Step one:** The facilitator reads a trigger question aloud.

**Step two:** Each person writes down as many ideas as possible in 5 minutes. Each idea should be on a separate sticky note.

**Step three:** To start, one member of the team goes up to the board and does the following:

- Reads each of his/her ideas
- Puts each idea (on sticky note) on the board

**Step four:** The remaining members of team each go up to the board to:

- Build or confirm ideas that are already on the board
- Add his or her new ideas to the board

**Step five:** Once all team members have posted their ideas, the facilitator reads the next trigger question.

**Step six:** Repeat the process until all trigger questions have been or your team runs out of time for the activity.

*Tip: The facilitator should have a prepopulated list of trigger questions ready at the beginning of the session but don't be afraid to switch them up if your team pushes in a new direction. Be creative and suggest a new trigger on the fly.*

## WHAT MAKES A GOOD TRIGGER QUESTION FOR IDEATION?

Trigger questions are designed to put the participants in a different mindset or to dig into a particular type of service offering. They often prompt brainstorming through the lens of analogous context. Some common techniques used to form trigger questions are as follows:

- Choose an admired company from an unrelated different industry and ask how they would tackle the issues
- Pick a company/organization that has similar services, but operates in a completely different context.
- Propose that a key customer is a business stakeholder- how would they run/design the organization?
- Suggest a specific type of business model
- Incorporate themes and service features like gamification

## EXAMPLES OF TRIGGER QUESTIONS:

- How would Disney solve your transportation challenge?
- How can we use elements of gamification to create a better transit solution for riders? Employers?
- What if transportation revenue models acted like a co-op?
- What if passengers were shareholders?
- How would a child solve your transportation challenge?