



# Ideate: Mash-Up



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# Mash-Up Process

## ✓ "How Might We"

Write your problem into a "how might we" statement.

"How might we create a better customer service experience at Barnes and Noble?"

## ✓ 2 Categories with 15 Items Each

Quickly jot down 15 items from two vague unrelated categories. For example, things found in a bookstore and things found at a tropical resort.

## ✓ Mash-Up, Sketch, & Define

Now, match two items from each category, sketch, and define what they are.



# "How might we create a better customer service experience at Barnes and Noble?"

## ✓ Things found in a bookstore

- books
- picture books
- toys
- puzzles
- coloring books
- pens
- coffee
- chocolate
- snacks
- stationary
- journals
- crafting kits
- home decor
- cafe area
- magazines

## ✓ things found at a tropical resort

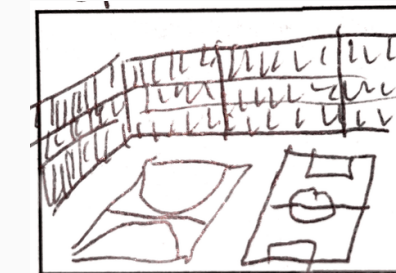
- sitting/ welcome area
- pool
- beach/ ocean
- TV
- customer service desk
- dining hall
- restaurant
- bar
- sports area
- spa
- couches/ lounge
- concierge
- hotel room
- balcony
- bed

# Mash-Up Results

## ◆ Picture Book Sports Area

Kids can enjoy a play area with different field mats on the ground.

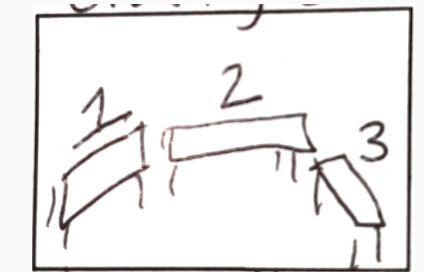
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## ◆ Crafting Bar

Try out some of the dozens of different crafting kits.

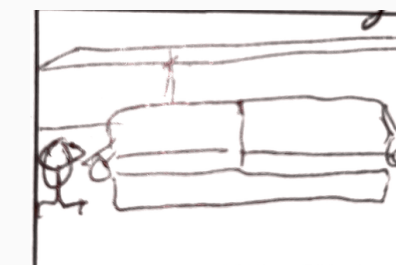
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## ◆ Cozy Cafe Lounge

The cafe area gets an upgrade with couches and comfy chairs.

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## ◆ Books to TV

Add in a TV with scrolling book to tv/movie trailers so people can grab the book before they watch it.

