

MASH-UP

General / open focus questions can become more specific / inspiring / useful / relevant if you mash them up with things you've found in your research and sensing process

INSTRUCTION

1. Write FQs
2. Write insights, trends or tech
3. Mash-up by combining columns and rows and fill out the grid with new focus questions

FQ1

FOCUS QUESTION

FQ2

FQ3

INSIGHT, TREND OR TECH



Dashed box for insight, trend or tech

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