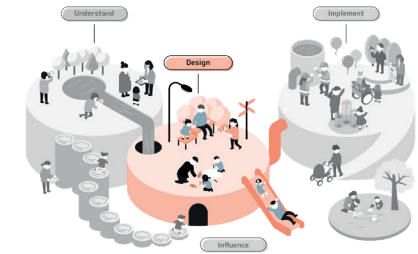


-  **Format**
template
-  **Group size**
small (1-5 people)
-  **Time**
2-3 hours
-  **Facilitation experience**
low



Deep dive into an idea

What is it? This tool is a template designed to help you explore some of the project ideas that came up in your team brainstorming sessions, or through activities such as *Fast idea generator* (*Design*, Step 6).

How to use it?

(1) **Print** the template in a few copies, and fill it out for any idea you find interesting, impactful, or an idea you want to put more thought in.

(2) **Fill in** the boxes, starting from a drawing/sketch, and ending with the examination of behaviour change.

(3) **Pin** these explanations up and **discuss** with your team, target communities and stakeholders. How do they relate to the findings from the Understand phase? How are they connected to your project and team goals? What timeframe would each of these ideas need to be fully successful?

Keep in mind: This is only the **initial exploration** of project ideas, and it will mainly be based on your own knowledge, bias and assumptions. After you select a few possible directions for your project, it is critical to validate them (explore and check them) with other groups you are collaborating with.

Name/ title of your idea

1 Drawing/ sketch
How does it look like, or how does it work? Who is involved?
What are its parts? What is the infrastructure that keeps it together?

2 Target community (users): WHO

5 Approach: HOW
Summarise the approach to solution: how would you make it happen?


6 Value & Impact
What is the value that your idea brings to places, processes and communities?

4 Description: WHAT
Describe your idea in 1-2 sentences.


7 Alternative ideas
What are the connected or alternative ideas to this one?

3 Core challenge: WHY
What is the core challenge that your idea tries to address?

8 How would this idea influence the behaviour of children?



How would this idea influence the behaviour of caregivers?



How would this idea influence the behaviour of pregnant women?

