

Analysis Methods

01

PESTLE Framework

Holistic framework to identify all influential trends.

02

Key Drivers

The two Key Drivers are defined by high influence and high uncertainty

Tip

Gardner Hype Cycle

Provides information about relevant trends in technology and their time of market entry.



Trend Analysis

Scenario Development

Development of 4 future scenarios by assessing the extremes of the key drivers by means of a matrix.

03

Hackernews

News curated by the Silicon Valley Tech- Community, highly up-to-date and with high tech-focus

01

WIRED

The Playboy in Tech News: Technology explained visually and textually appealing.

02

Interesting Engineering

An overview of worldwide tech, design and science news.

03

News Sources

TechCrunch

Tech news explained simply and from a business point of view. The Daily Crunch Report is highly recommended!

04

Feedly.com

Tool for adding news channels, blogs and other RSS feeds to a personalized news page. Great for getting an overview of the most important news of the day.

Tip

Creativity Techniques

Tip

Fundamental rule of creativity

Especially at the beginning it's all about: NO JUDGEMENT. Even from higher-ranked employees.

Walt-Disney Method

A method for the constructive refinement of ideas, inspired by the grand master of entertainment

03

01

6-3-5

A method well-suited for the development of first ideas in big, interdisciplinary groups

Upside-Down

Our favorite: think of the worst product possible ... and built exactly the opposite.

02

Tip

The Lean Startup by Eric Ries

Having read this book one understands the relevance of iterative approaches and user-centered development.



Ideation

GE FastWorks

A program mainly for complex and not necessarily digital products, developed by GE

03

Design Thinking

Developed at Stanford, Design Thinking stands out through its user-centered design approach.

01

Google Venture Sprint

Difficult product decisions are made test-based within 5 days.

02

Iterative Development Methods

Software

02

PowerPoint

Create a realistic click-dummy with pictures and buttons and export to PDF.

03

InVision/ Balsamiq

More professional tools for creating simple software prototypes even without knowing how to code.

01

Pop-App

Draw the desired frames on a sheet of paper, take pictures of them with your phone and you have your first click-dummy.



Prototyping

Keep it simple

For a first verification of the software a visual click-dummy is totally enough.

Tip

Keep it simple

Also applicable for hardware: at the beginning it's better to build a quick prototype instead of wasting a long time on development.

Tip

Electrical:

For more information about the development of prototypes with Arduino, Raspberry Pi and so, check out our next Cheat Sheet about Embedded Systems.

01

Mechanical:

Ultimaker
MicroRax
AutoDesk Fusion 360

02

Hardware



MOTIUS Cheat Sheet - Think & Make

For more information, templates and step-by-step manuals
The Motius Bible
auf www.motius.de