

IDEATION MASH-UP: WORK ELEMENTS & VACATION ACTIVITIES



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Ideation Method: Mash-Up

HOW MIGHT WE MAKE WORKING FROM HOME MORE ENJOYABLE?

Ways my husband and I can make remote work less dull and more pleasant

STEPS FOR A MASH-UP

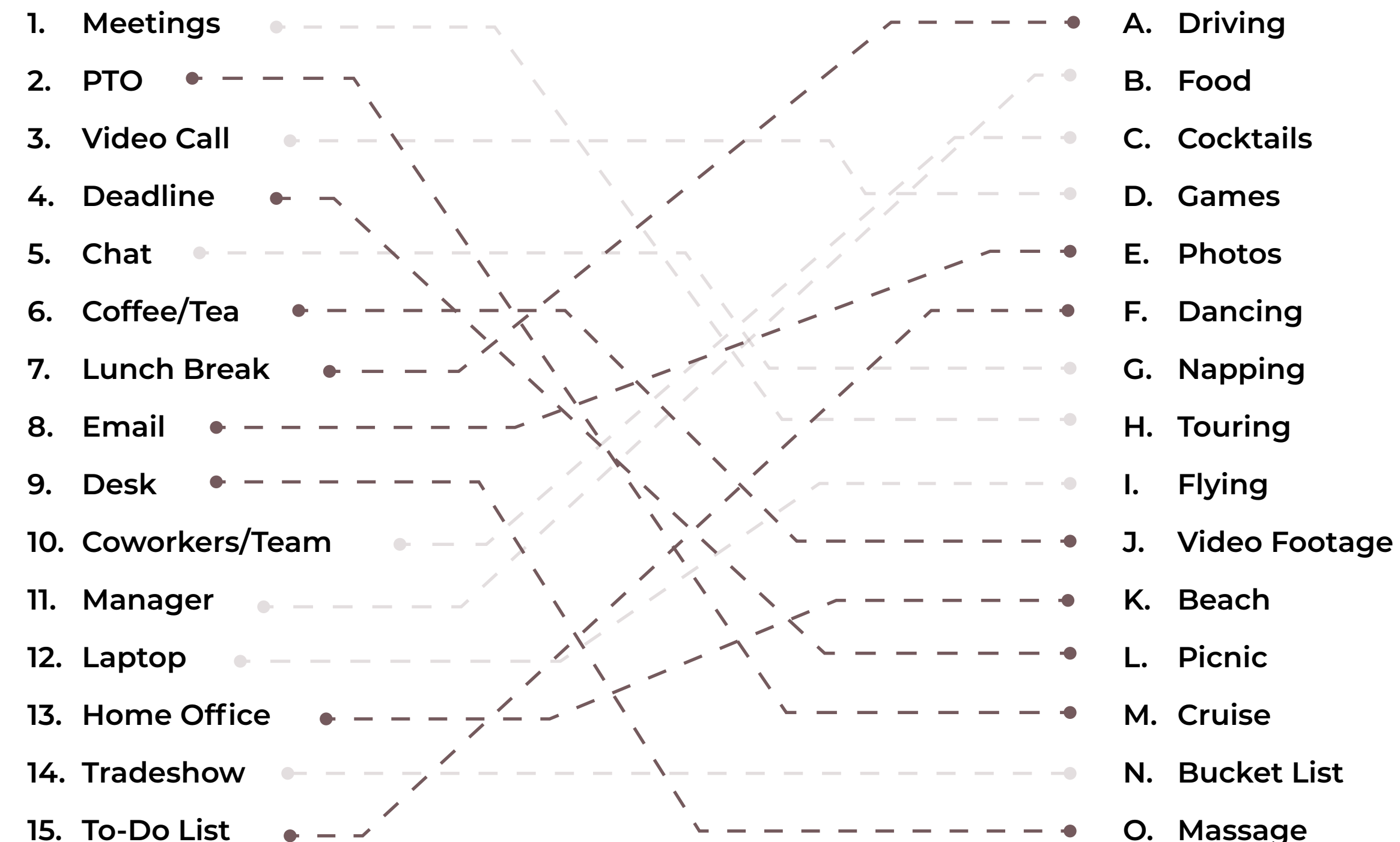
- 1. FRAME** Articulate a challenge in the form of a “How Might We” statement. Let’s tackle the question: “How might we create a more human-centered care experience for the families and friends of patients in a hospital?”
- 2. NARROW** Pick two broad, unrelated categories within which to brainstorm products, services or experiences. The categories should be unrelated to each other, but at least one should tie in to your “How Might We” statement. We’ve defined the two categories for you in this example.
- 3. GENERATE** One category at a time, come up with as many elements of these experiences as possible. It generally helps to give yourself a time limit (say, two minutes). You can do this with a partner and tackle one category each.
- 4. MASH-UP** Combine items from the two different lists to develop new ideas. Try putting together items that seem the most different, and see if you can communicate the value of your inventions in ways that are relevant to your challenge, adapting the original idea as necessary.

CATEGORY 1: REMOTE WORK ELEMENTS

1. Meetings
2. PTO
3. Video Call
4. Deadline
5. Chat
6. Coffee/Tea
7. Lunch Break
8. Email
9. Desk
10. Coworkers/Team
11. Manager
12. Laptop
13. Home Office
14. Tradeshow
15. To-Do List

CATEGORY 2: VACATION ACTIVITIES

- A. Driving
- B. Food
- C. Cocktails
- D. Games
- E. Photos
- F. Dancing
- G. Napping
- H. Touring
- I. Flying
- J. Video Footage
- K. Beach
- L. Picnic
- M. Cruise
- N. Bucket List
- O. Massage



Mash-Up Definitions

2M: PTO CRUISE PLANNING [PTO + CRUISE]

Schedule time together once a week to plan a cruise to a destination we both want to visit soon. Reserve some of our paid time off to attend this trip.

4L: CELEBRATORY DEADLINE PICNIC [DEADLINE + PICNIC]

When one of us meets a significant deadline at work, the other person will organize an at-home picnic in our dining area or on our deck. This activity can become a household ritual and a way to recognize one another's accomplishments.

6J: TEA TIME VIDEO COMPILATION [COFFEE/TEA + VIDEO FOOTAGE]

As we make each other tea to prepare for work, we can record short videos of our tea-making process throughout the week. At the end of the week, we combine the short videos to create a video compilation of all the tea we drank that week. This can be a recurring activity that we post as TikToks or Instagram Reels. By the end of the year, we'll be able to look back at each compilation and see all the tea we drank.

7A: MINI MID-DAY ROADTRIP [LUNCH BREAK + DRIVING]

A couple of times a week, possibly during our lunch break, we can go for a drive around our community. This is a good way to get out of the house, get some sun, and become more familiar with our new neighborhood.

8E: GOOFY PICTURE MAIL [EMAIL + PHOTOS]

Send each other funny or goofy photos at random times via email or text messages. This pastime will lighten the mood and add some humor to a busy and potentially heavy workday.

9O: FIVE-MINUTE MESSAGES [DESK + MASSAGE]

Take five-minute breaks throughout the workday to alternate, giving one another quick shoulder and back massages. This activity will ease some of the mental and physical stress brought on by sitting in the same spot and working intensely for long periods.

13K: TRIP-THEMED OFFICE DECORATION [HOME OFFICE + BEACH]

Redecorate our home office with items and imagery that represent our next trip destination. This task will make our office space a more relaxing and inviting environment.

15F: TO-DO LIST DANCE BREAKS [TO-DO LIST + DANCING]

Have quick dance parties throughout the day as a way to celebrate crossing off list items on our daily to-do lists. This will increase movement, release endorphins, and boost our moods.

Mash-Up Capture Sheet

CHALLENGE QUESTION:

HOW MIGHT WE MAKE WORKING
FROM HOME MORE ENJOYABLE?

NUMBER OF PEOPLE INVOLVED: 2

NUMBER OF IDEAS GENERATED: 8

MOST CRAFTY IDEAS:

CELEBRATORY DEADLINE PICNIC
TRIP-THEMED OFFICE DECORATION
TO-DO LIST DANCE BREAKS

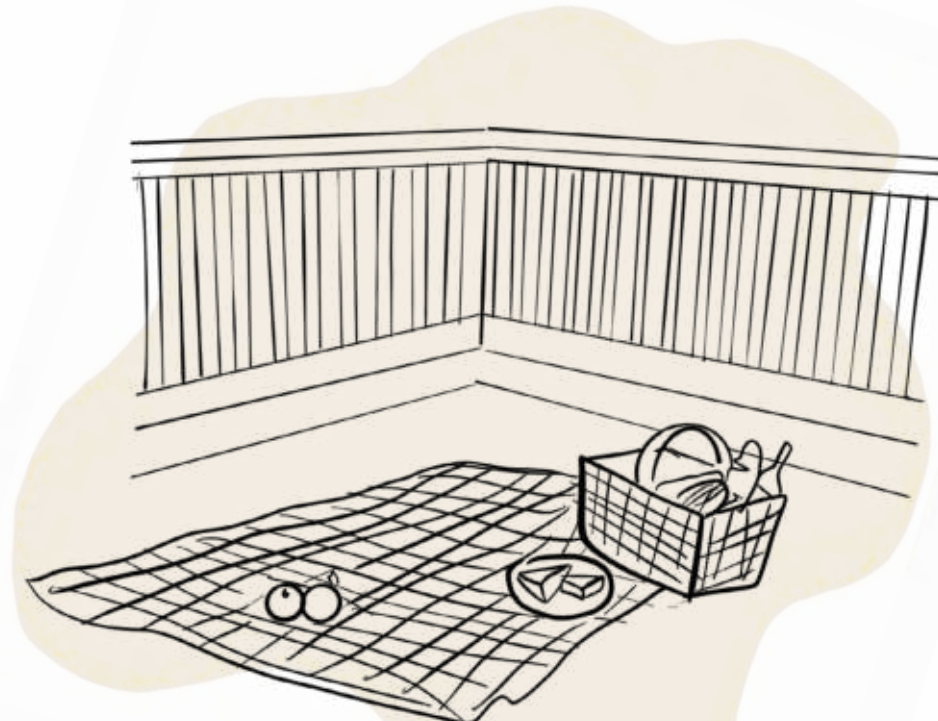
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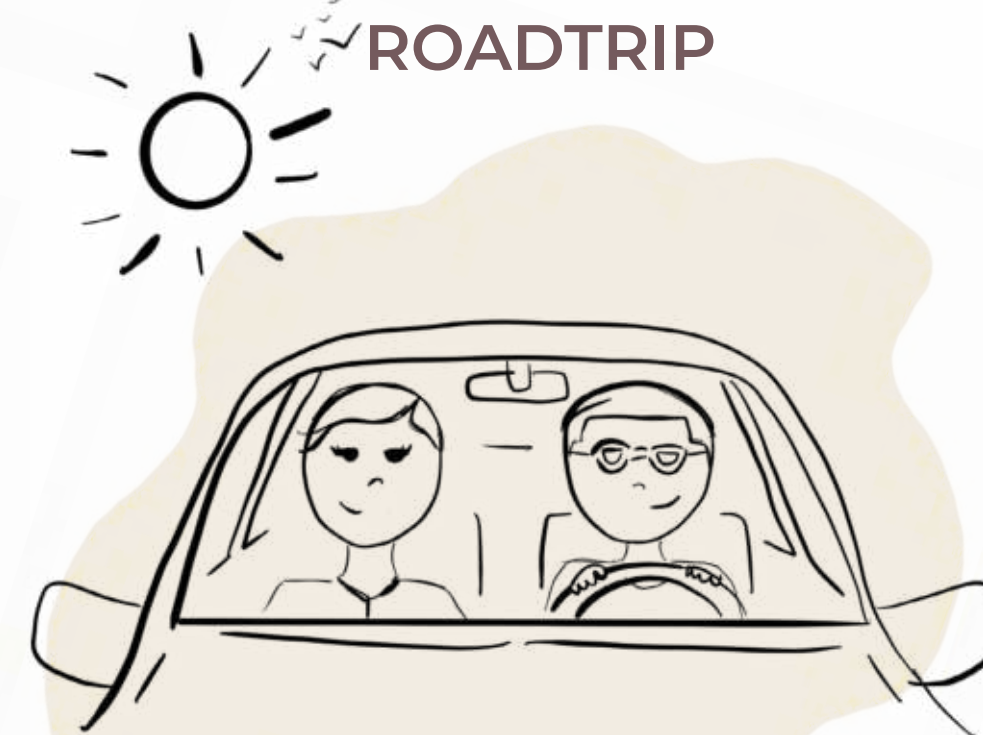
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