

R.A.D. LIBS (RAPID APPLICATION DEVELOPMENT)

Tired of _____? No more.

COMMON PROBLEM

lets _____

MY IDEA'S NAME

TYPE OF PERSON

TASK (S)

TASK (S)

faster / cheaper / more accurately

CIRCLE ONE -OR-

USE A DIFFERENT ADJECTIVE

than _____

AN ALTERNATIVE

ADDITIONAL NOTES

GOOD FOR

- UX
- Development

GOOD WHEN you want to link features to the needs of actual people. A *Mad Libs*-style approach provides a structure to elicit ideas based on people, problems and tasks. The structure helps defend against flights of fancy that serve no strategic purpose.

TRY TO let people complete these individually, then briefly pitch them to a neighbor. After a short period of refinement, present the ideas to the group for review. Cluster these as needed.

SOURCE: Derived from Mad Libs™. Adapted by Todd Moy and Viget Labs.