Nudge cards

25 nudge cards that stir creative juices
and warm-up your great idea muscles.

Before you start

Use these cards to prepare and ease your people into brainstorming and problem-solving. To start, pick a nudge card and provide participants with a few minutes to scribble, jot or draw as many ideas as possible.
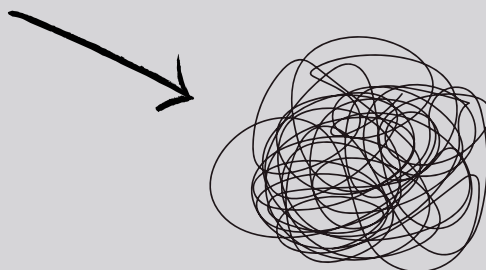
When time is up, invite participants to share their ideas and even encourage the group to add onto each idea.

Rules

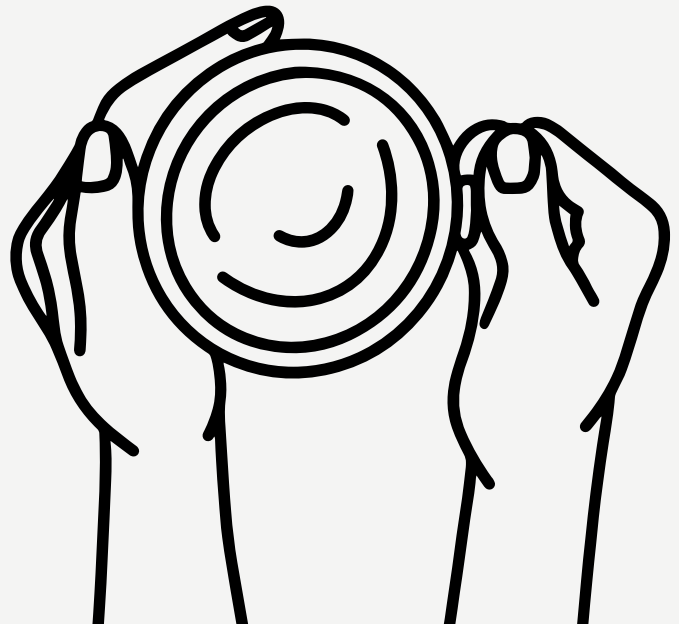There are two rules when using these cards:

01 No idea is bad. You are aiming for quantity over quality.

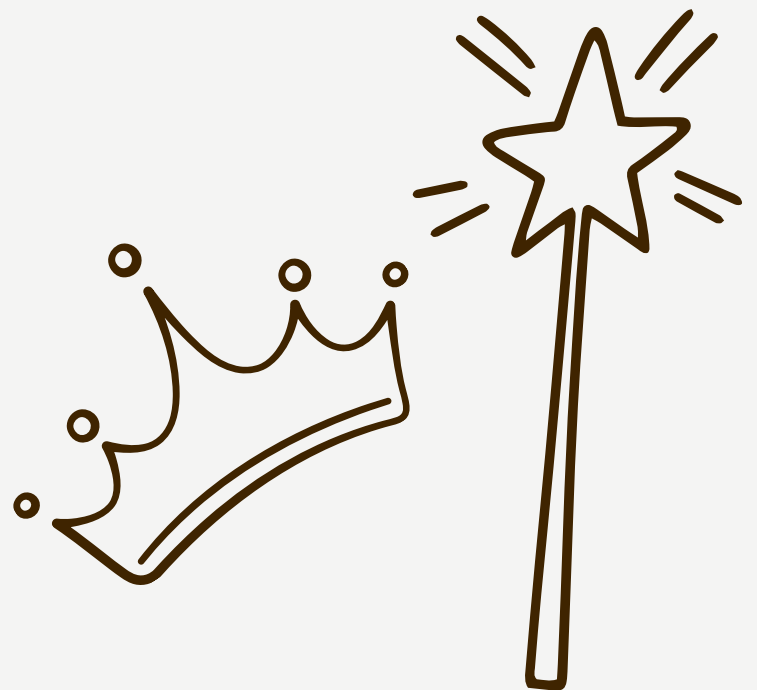**02** It is okay if your ideas look like this

How might we design a quirky coffee mug that changes colors based on the temperature?

02

How might we create a hilarious photo booth experience with playful props and filters?
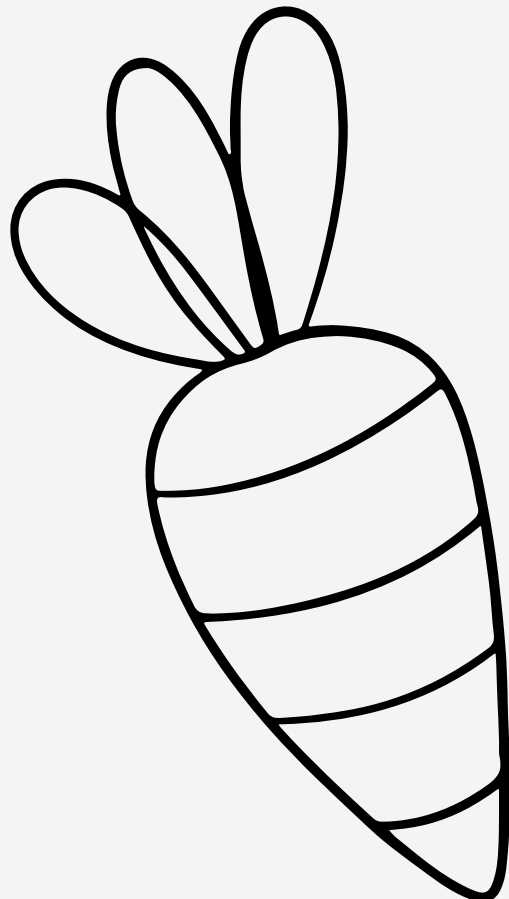
03

How might we organise a city–wide treasure hunt with absurd clues and rewards?
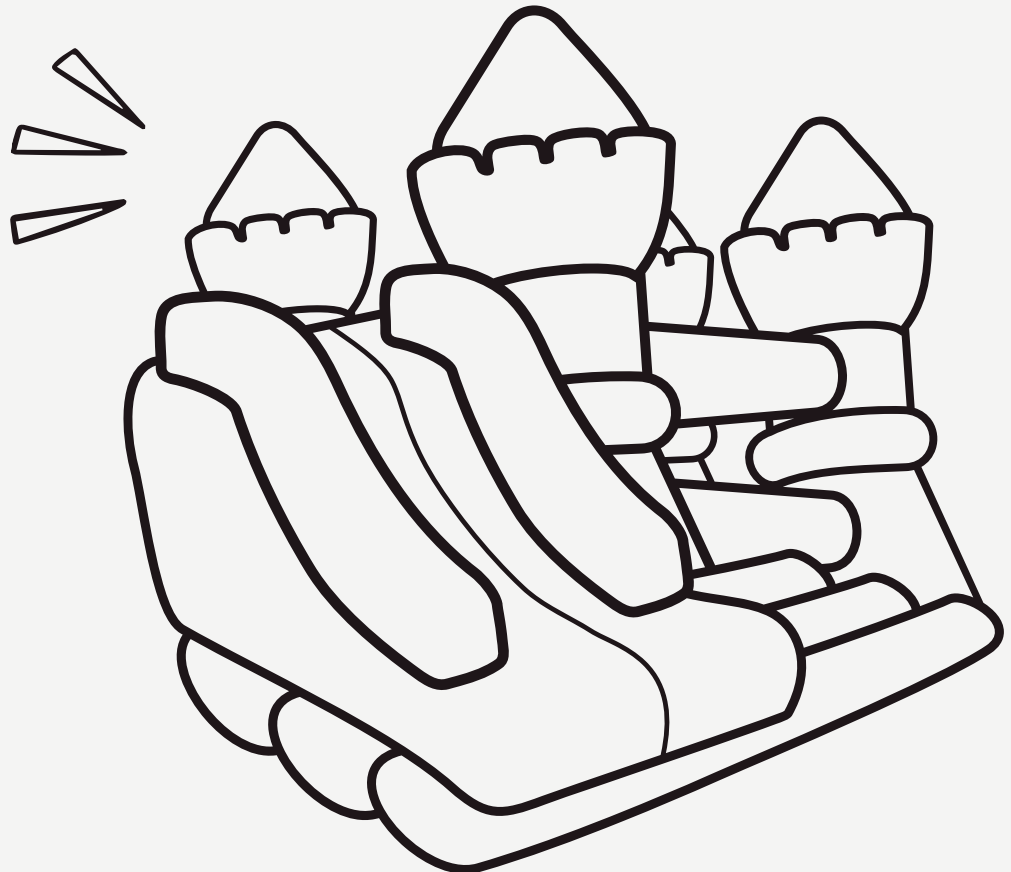
How might we make grocery shopping feel like a holiday?

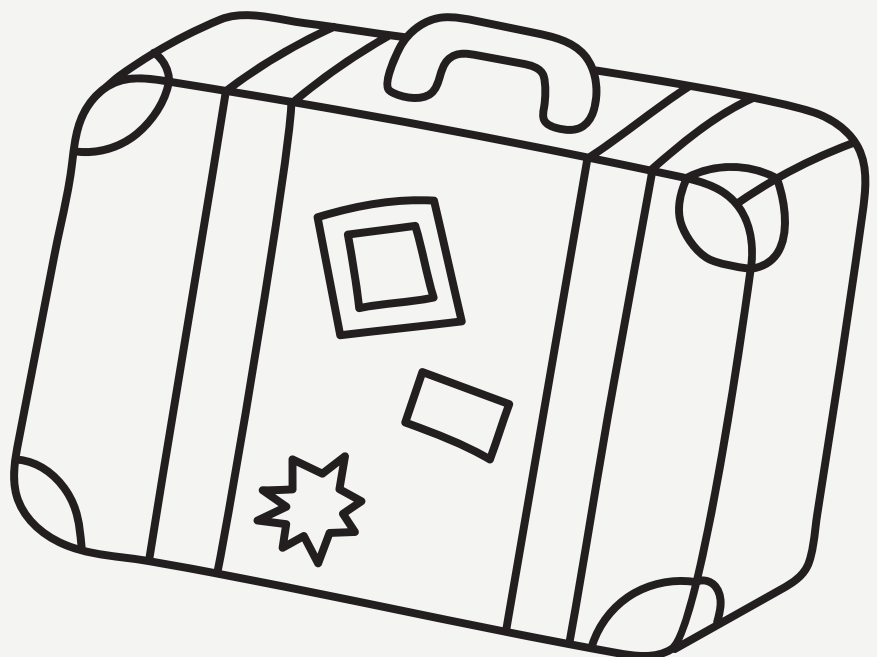# 05

How might we create childlike experiences for adults?

06

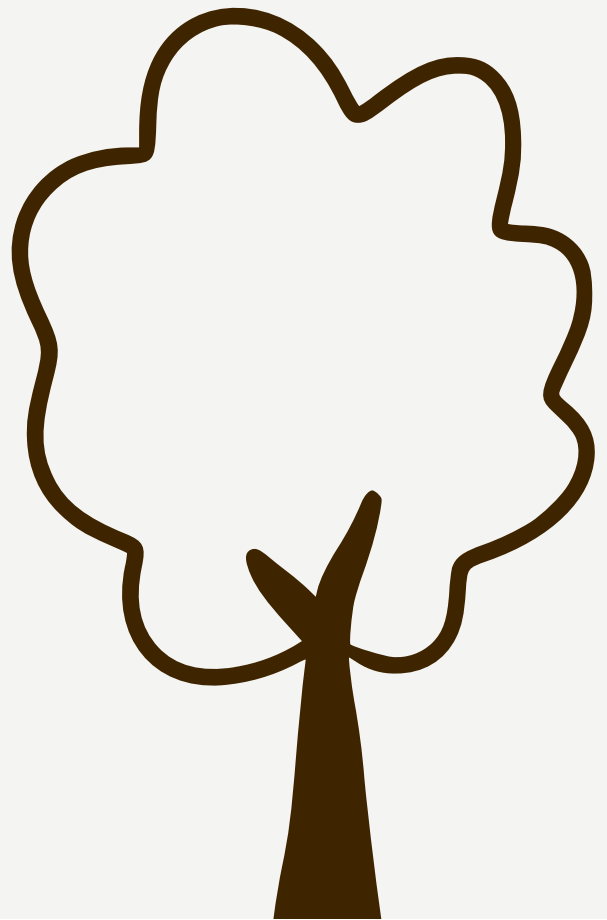How might we make budgeting a playful and engaging activity for adults?

07

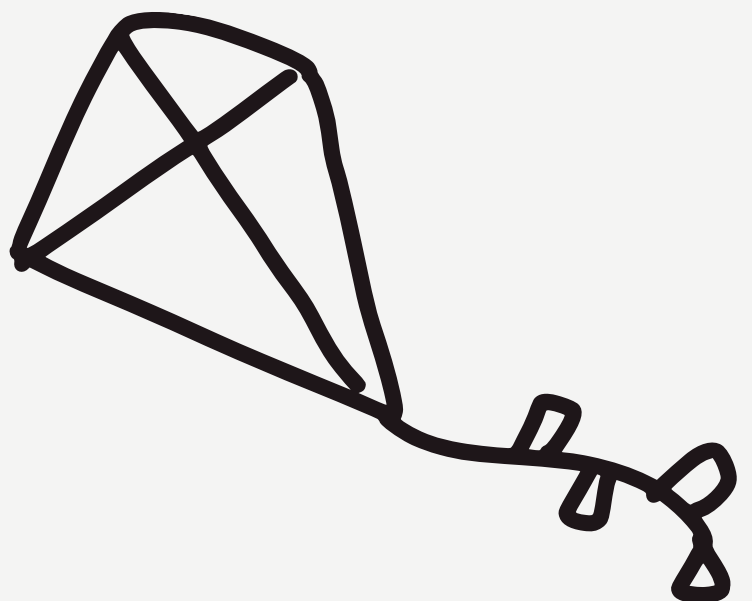## How might we make waiting in an airport feel like Disney Land?

08

How might we incorporate playful elements into the design of urban spaces and public parks?

09

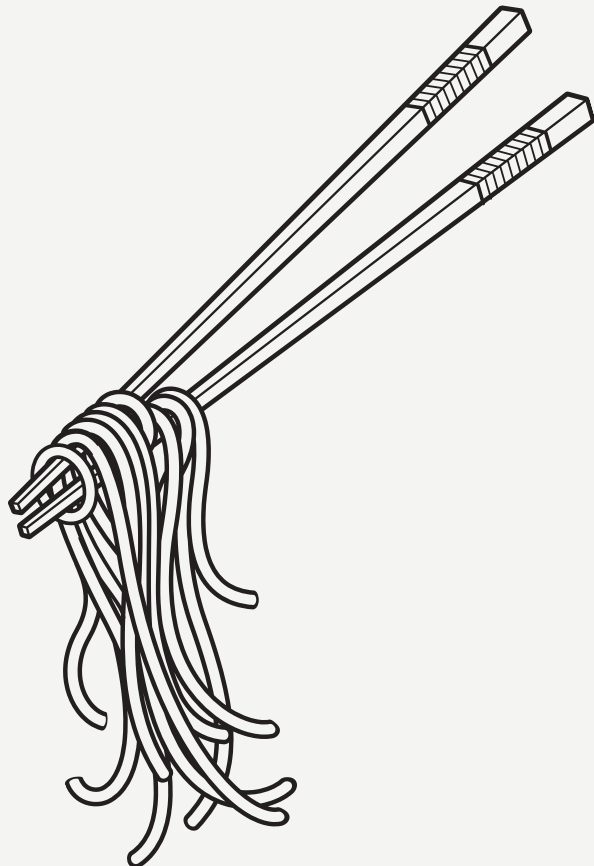How might we organise a large-scale event that turns an entire city into a giant playground for a day?

10

How might we invent a device that allows owners to talk to their pets?
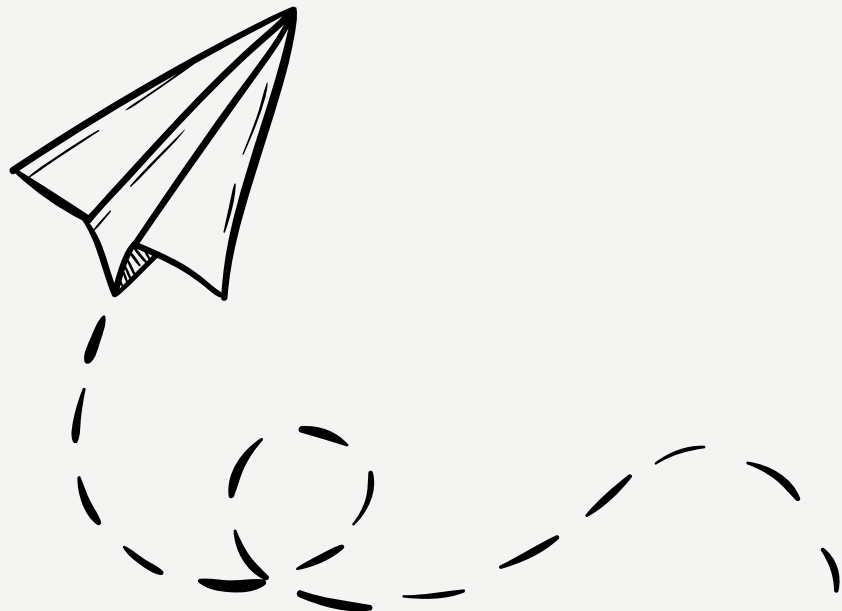
11

How might we invent a device that encourages children to try new food?

12

How might we design a hilarious and entertaining prank that spreads laughter and joy without causing harm?

13

How might we design a fun and engaging experience that allows people to explore and interact with their favorite fictional worlds?

14

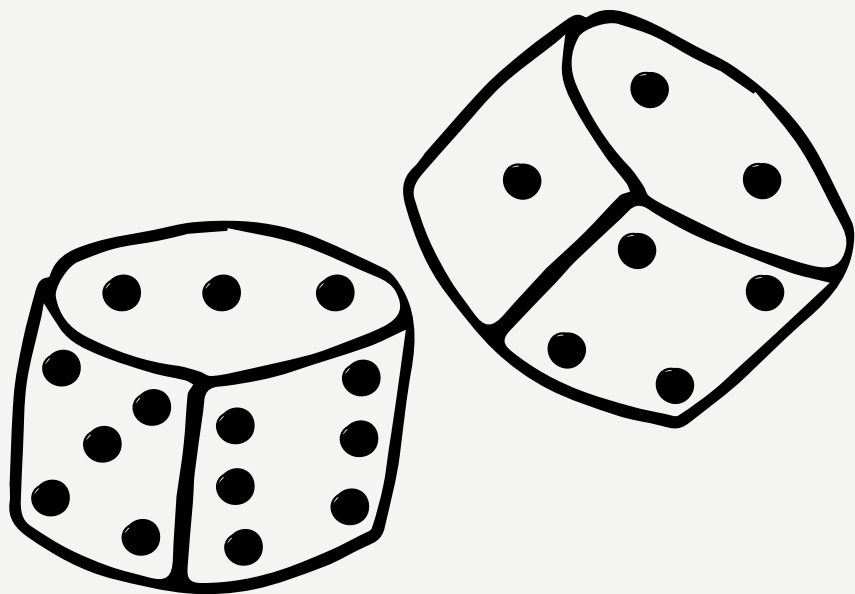How might we create a fun and interactive experience for people waiting in line?

15

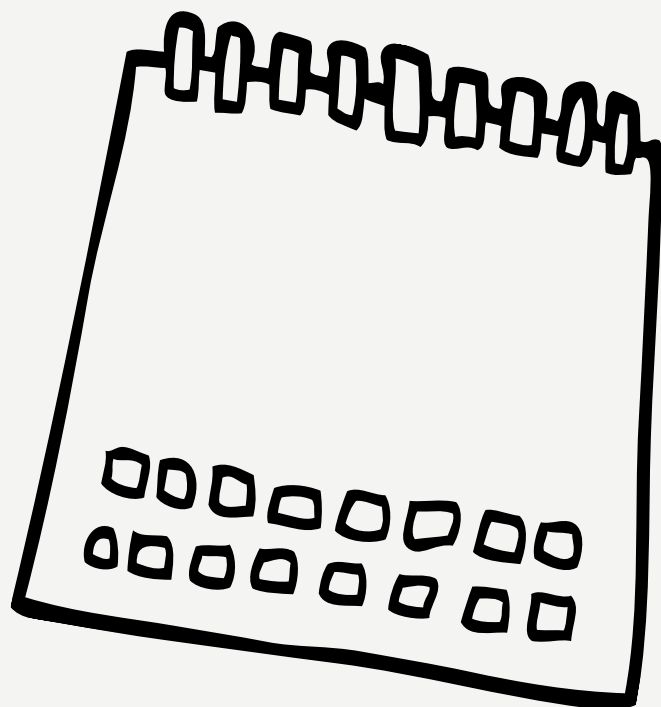How might we make brushing your teeth a fun and irresistible experience?

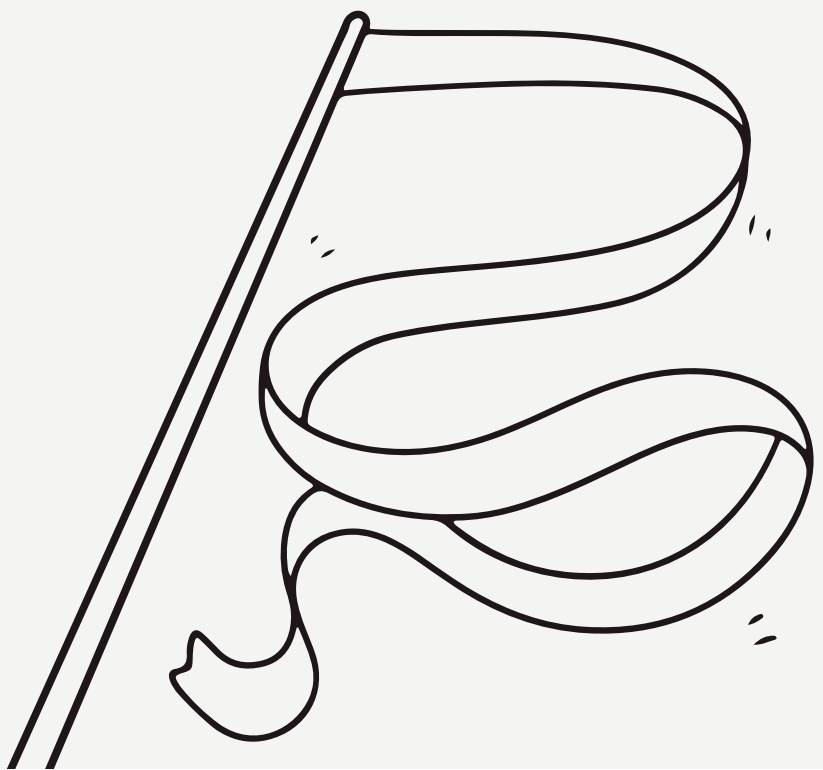How might we make a popular board game into a larger-than-life outdoor experience?

17

How might we schedule appointments without using a calendar?

18

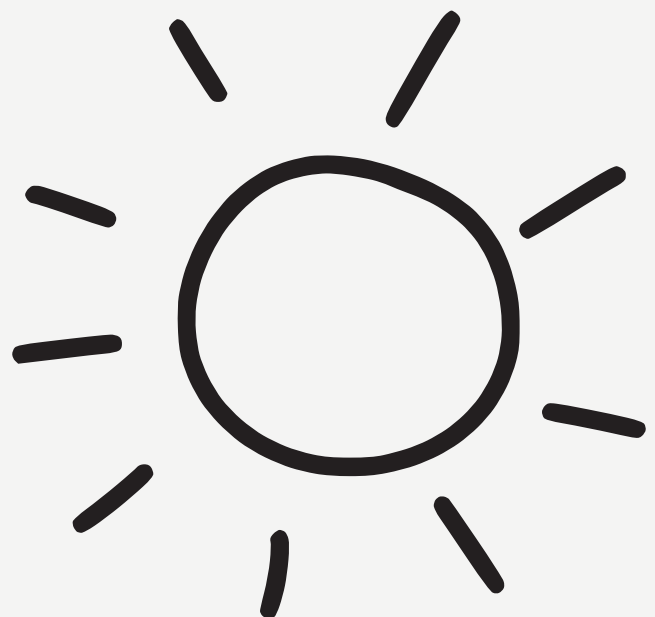How might we design a challenge that encourages adults to give gymnastics a go.

19

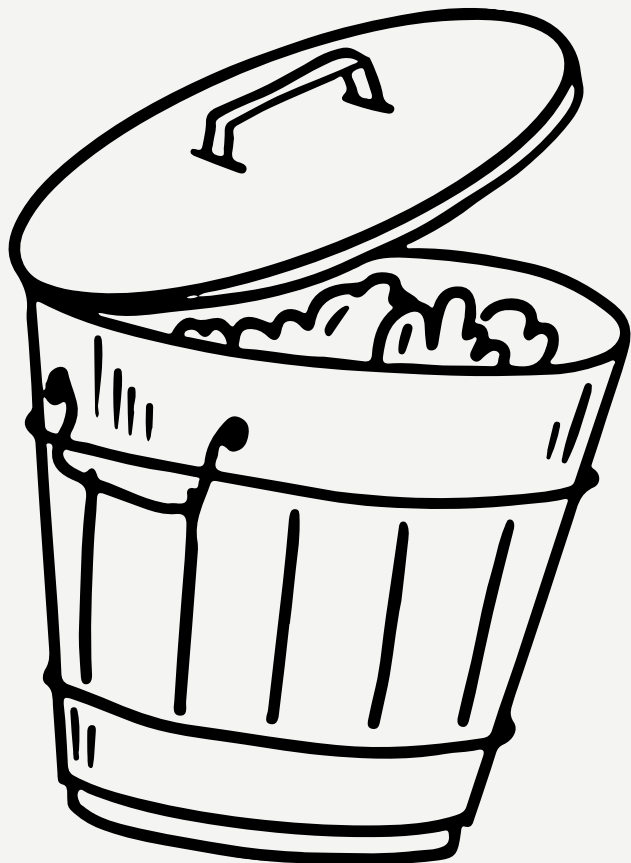How might design of public spaces to encourage spontaneous interactions and lighthearted moments?

20

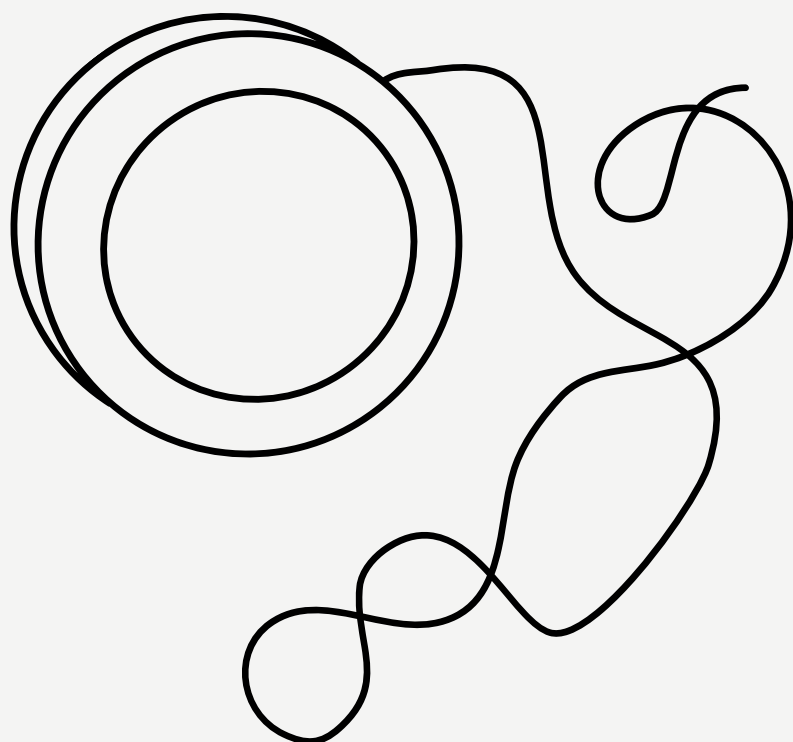How might we teach people about online safety without using technology?

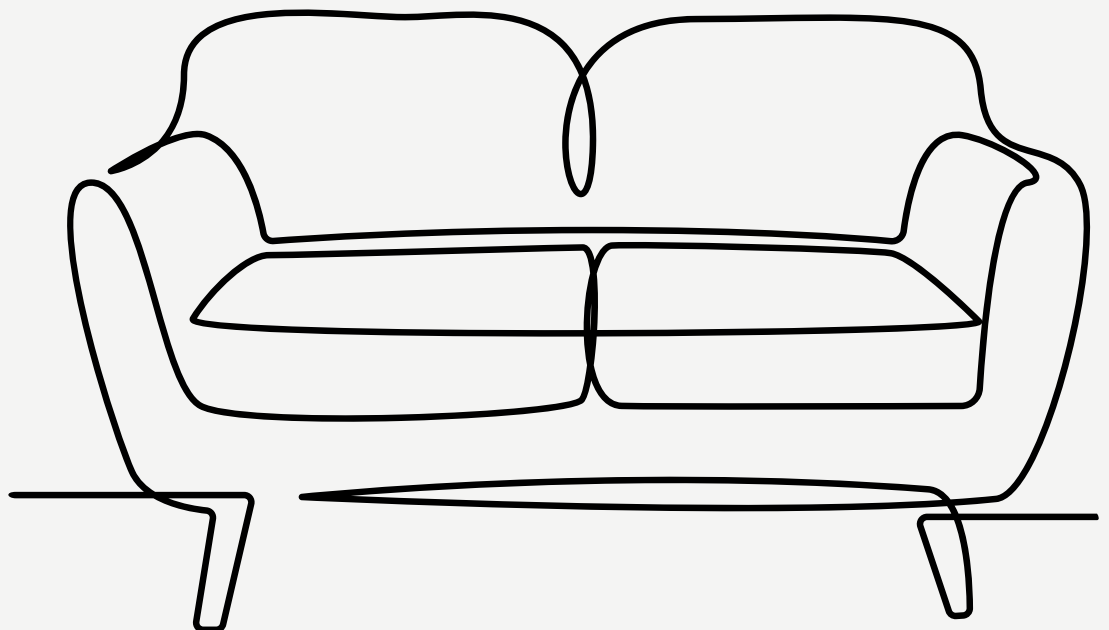How might we design a challenge that makes people want to pick up rubbish?

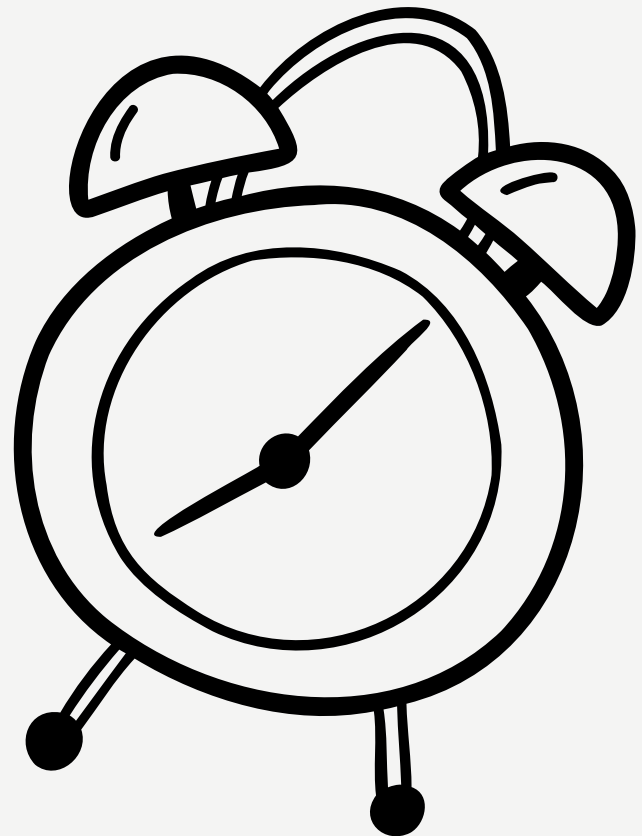How might we make your favourite toy in childhood the most popular item today?

How might we design furniture that doesn't need instructions?

23

How might we design an alarm that doesn't use sound to wake you up?

24

How might we make entering work feel like a red carpet experience?

25

How might we make going to the dentist feel like a spa day?