

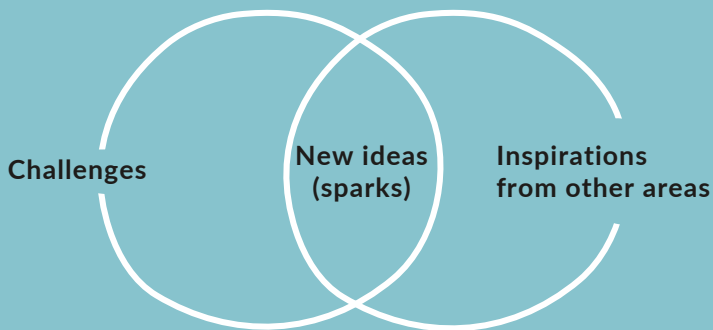
# SparkCanvas



## Cross Inspiration Cards



# Cross Inspiration

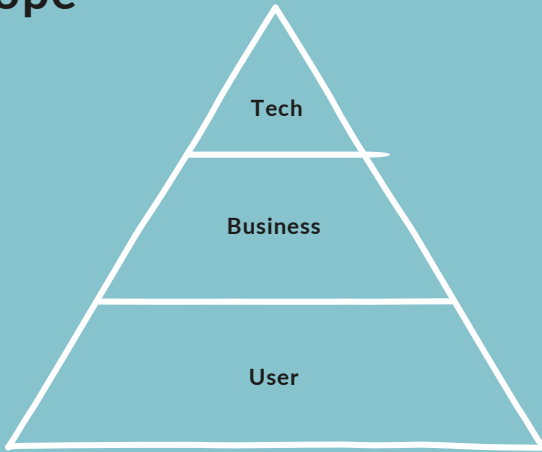


Choose a Cross-Inspiration Card.

Find out what makes this inspiration special.

Combine the Specialties with your Challenges to develop new ideas (sparks).

# Scope



A great idea is based on three elements:  
User, Business und Technology.

Based on your project, your team can  
research an inspiration either from user,  
business oder technology perspective.

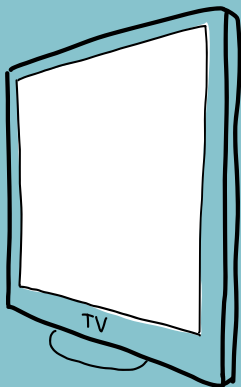
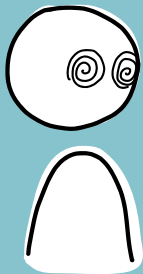
The scope is defined by the Design Coach.

# Cross Inspiration

## Streaming

**Scope:**  
User  
Business

Example:  
Netflix



### Specialties



Exclusive access to series, that are only available there



Get involved in stories and want to know how it goes on (Cliffhanger)



Search for more specialties...

**Cross Inspiration**

# Modular Product

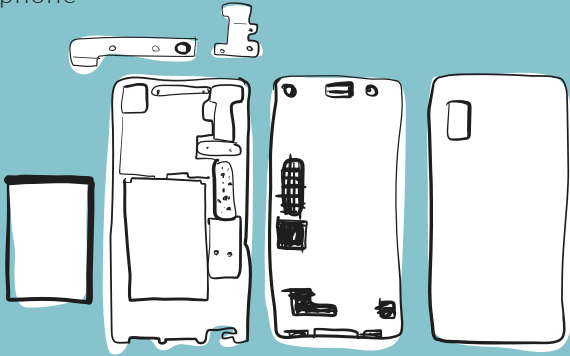
**Scope:**

User

Tech

Example:

Fairphone



## Specialties



Protect the environment by exchanging broken parts instead of buying a new phone



Decide yourself which features you need and which you do not need



Search for more specialties...

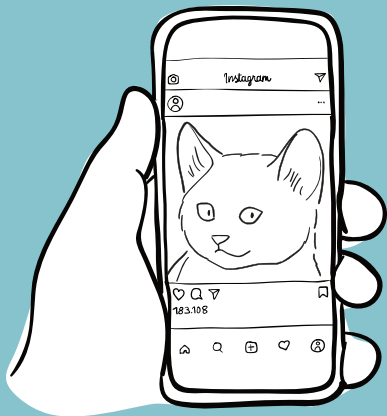
Cross Inspiration

# Photo Sharing

Scope:

User

Example:  
Instagram



## Specialties



Share your photos from your phone while you are on the go



Use filters to make your photos always look nice



Search for more specialties...

Cross Inspiration

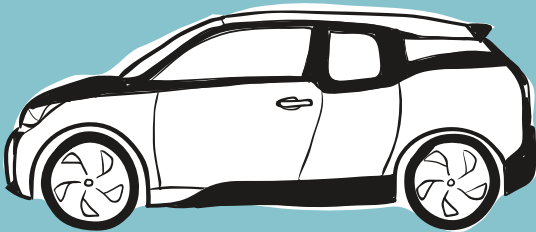
Scope:

# Freefloating Carsharing

User

Example:

Drive Now



## Specialties



Spontaneously rent a car and pay per use



Transport heavy bags home from shopping without owning a car



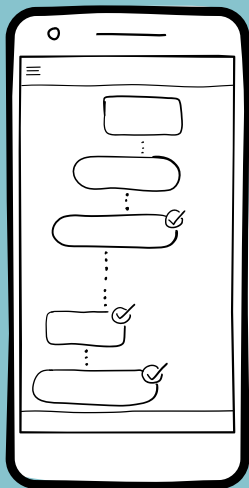
Search for more specialties...

## Cross Inspiration

# E-Learning

**Scope:**  
User

Example:  
Grasshopper (Google)



## Specialties



Learn coding without previous knowledge on the go



Make one session every day and progress without investing a lot of time



Search for more specialties...

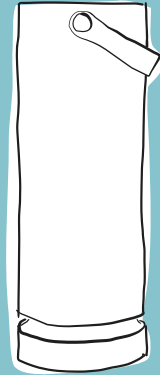
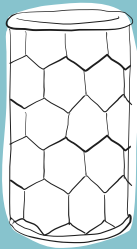


**Cross Inspiration**

# Air Purifier

**Scope:**  
Business

Example:  
Molekule



## Specialties



Cleans your air with a beautiful object of desire



Filter subscription: get always clean filters



Search for more specialties...

Cross Inspiration

# Augmented UI

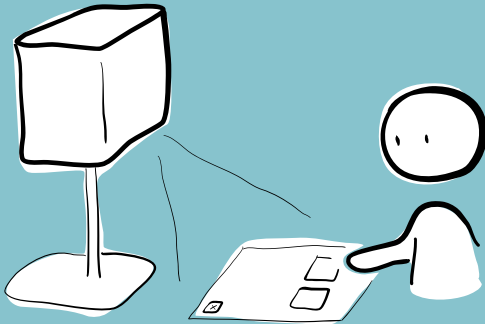
Scope:

User

Tech

Example:

Lampix



## Specialties



Transform each table surface into an user-interface



Integration of the lamp into your flat without "technological" appearance



Search for more specialties...

SparkCanvas  
[www.sparkcanvas.de](http://www.sparkcanvas.de)

**Cross Inspiration**

# Coffee Capsule System

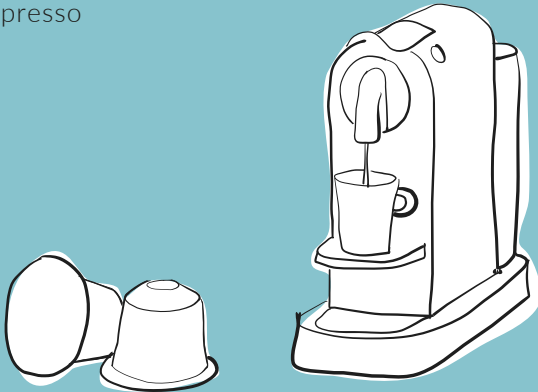
**Scope:**

User

Business

Example:

Nespresso



## Specialties



Enjoy nice coffee without making a mess or having to clean your coffee-machine



Buy a good quality machine for cheap money and buy capsules extra



Search for more specialties...

Cross Inspiration

# Delivery Service

Scope:

User

Business

Example:

D



## Specialties



Order your food online  
and relax at home



Choose from a large variety of restaurants  
and see their menus online



Search for more specialties...

SparkCanvas  
[www.sparkcanvas.de](http://www.sparkcanvas.de)

Cross Inspiration

# Flat Sharing

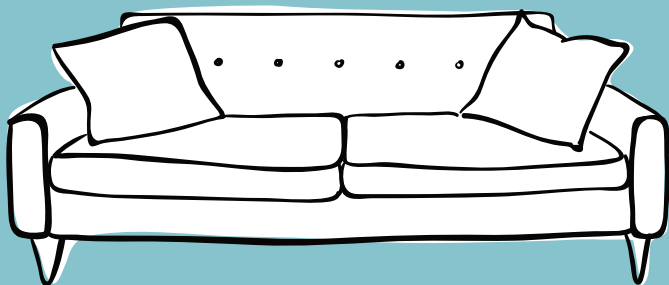
Example:

Airbnb

Scope:

User

Business



## Specialties



Rent an authentic flat and get tips from locals



Share your private flat while you are travelling and earn some money



Search for more specialties...

Cross Inspiration

# Brain Joker



Ask other people in the SparkCanvas Session, if they know an inspiring product, service, company or app...

## Specialties



...



...



...

SparkCanvas  
[www.sparkcanvas.de](http://www.sparkcanvas.de)