

Case study brainstorming workshop

Design & research huddle August 2023

Writing prompts

1. What are some top challenges, or obstacles you've faced? What did you learn from it? How did you overcome it?
2. Think about times things didn't turn out the way you expected. If you could go back and do something differently, what would it be?
3. Think about your successful projects. How has that inspired you?
4. How did your product/service impact customers?
5. Have you experienced any controversy? Reflect and present your opinion on the issue.
6. Ruminates on your experience at a recent conference or industry event. What did you do? What takeaways did you leave with? How have you applied that to your work?
7. Think about a recent challenge. Why was it a challenge? How did you solve the challenge, or what did you build? What was the impact?
8. What are the common misconceptions about you, your brand, your niche, or your industry?
9. Argue against a commonly held belief or industry truism.
10. Share an epiphany you've had about your work.
11. What causes or issues are important to you and your work? Write a passionate plea for others to get involved and care.

12. What does a regular workday look like behind the scenes?
 13. What are your top productivity tips, tools, and tricks?
 14. What is something others have trouble with or don't always understand?
 15. What is something looked down upon that you embrace? Example:
laziness.
 16. How have you iterated on your workflow or team processes?
 17. What process challenges has your team faced? How did you overcome
it?
 18. What is a surprising life hack?
 19. The way we think about _____ is broken
 20. What have you revamped or reorganized? What lead up to it? What
strategy did you use?
 21. A checklist for a successful _____
 22. Write about the business tools you use every day. What 3, or 4, or 5, or
10 could you not live without?
 23. Order & chaos. Where do you stand in an ever-changing world?
 24. Think of a time you made incremental progress. How was it better than
perfection?
 - 25.
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Writing frameworks

A framework is a real or conceptual structure intended to serve as a support or guide for the building of something.

1. Truss [project case study framework](#).
 - a. Challenge, Why, What we built, Our Impact
2. Three-point Storytelling Structure:
 - a. Setup: excites the readers and enables them to understand the main characters and the story's purpose.
 - b. Confrontation: makes the readers care about finishing the story by throwing obstacles at the characters.
 - c. Resolution: shows the reader why the story has a purpose and prompts them to have a long-lasting interest in the story.
3. [Storyteller tactics](#) by Pip Decks
4. The three great conflicts
 - a. Hero against nature, Hero against society, Hero against self.
 - b. What would a dream version of your project look like? What's the nightmare version?
 - c. Where are the points of conflict between dream & nightmare? The biggest point of conflict should be the heart of your story.
 - d. How could this resolve?
5. The heroes journey
6. Dan Harmon's story circle
7. Pixar's story outline

- a. Once upon a time, there was...
- b. Every day...
- c. But one day...
- d. Because of that...
- e. Because of that...
- f. Until finally...

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