

As you listen to the speakers  
organise your thoughts (notes  
or questions) into a:

- □ rose (positive)
- □ thorn (challenges) or
- □ bud (opportunities)



Craig Meller  
AMP CEO

*“HCD is about listening to our customers and really understanding how and where we can help, so we can design innovative solutions they want and value.”*





## Rose, Thorn, Bud

A technique for identifying things as positive, negative, or having potential - organise your thoughts into a rose, thorn or bud



= ROSE



= THORN



= BUD



INSPIRATION

FEARFUL  
WARRING OUR PEOPLE

WARRING OUR PEOPLE

TALKING TO

WORK

Discuss amongst your table  
your notes on the speaker  
presentations:

■ rose (positive)

■ thorn (challenges) or

■ bud (opportunities)

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# Where does work happen today?












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**How might we  
make unhealthy  
work like smoking  
in the office?**

A format for sparking  
new ideas at the  
intersections of distinct  
categories

# OUTDOOR ENTHUSIASTS



# BUSINESS COMMUTERS



## SOCIAL MEDIA

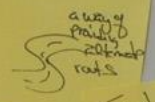
**Camp Card**  
  
 records your camping logs + share with friends

**Nat'l Park rashes believes**  
  
 Custom booklets based on personal interests

**What to take with you.**  
  
 in a doing x on update in a location. I bring

**Outdoor Advisors**  
  
 Pictures of outdoors  
 - personal  
 - professional  
 - videos

**Anyone can narrate a travelogue**  


**Super Secret Short Cut**  
  
 a way of private roads

**Best Gas mileage**  
 how to get the best  
 50mpg

**Text Alerts for delay**  
  
 get your alerts for delay

**Find dinner companions w/ similar interests in any town**

## WEARABLE/MOBILE TECH

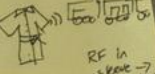
**GPS ENABLED HUNTING VESTS**  
  
 Find you when you're lost

**Personal shirt display**  
  
 become a historical character - show facts

**Breathproof hiking shoes**  
  
 - waterproof  
 - warm  
 - light

**Path Tracker**  
  
 App follows your GPS & shows it online to friends

**GPS walking stick**  
  
 compass w/ direction and elevation

**TRAIN TICKET OVERCOATS**  
  
 RF in seat -> your train ticket

**SEAT BELT SENSING BLANKETS**  
  
 Glows when if seat belt on no more walking up for air blankets


**BOARDING PASS JACKETS**  
  
 Traveling case protects QR code on card

**BRIEFCASE HOT SPOT**  
  
 Your briefcase is a Wi-Fi router

**Smart Travel Watch**  
  
 plane is on time or late

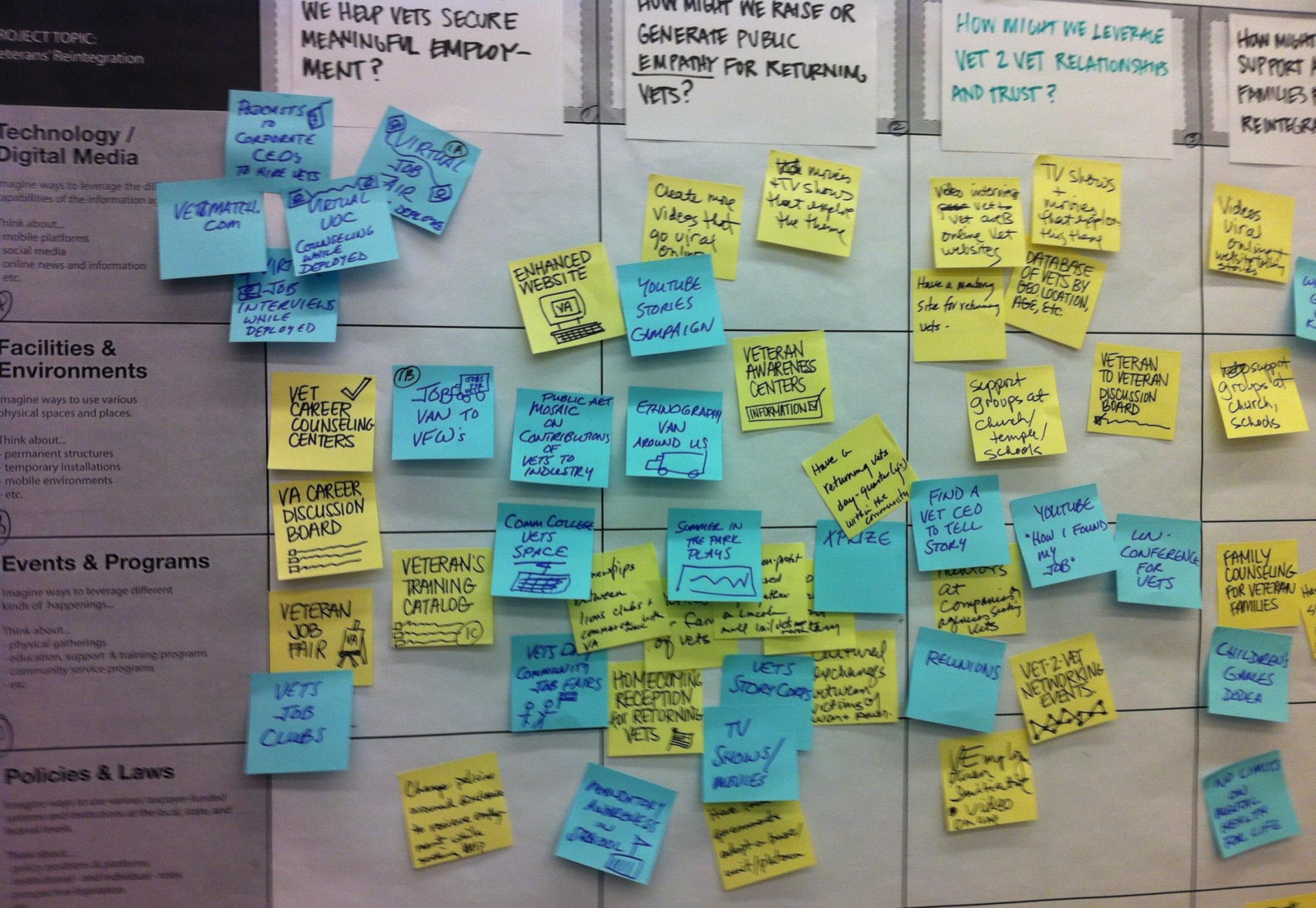
**SCHEDULE TIES**  
  
 Look down to see what's next

## \* WILDCARD

**Get first aid info from experts when needed**  


**CAR RENTAL**  
  
 Doc  
 Din't  
 Gas

**Analogy to Dist. of multi-format**  
  
 I code for multi-format



WE HELP VETS SECURE MEANINGFUL EMPLOYMENT?

HOW MIGHT WE RAISE OR GENERATE PUBLIC EMPATHY FOR RETURNING VETS?

HOW MIGHT WE LEVERAGE VET 2 VET RELATIONSHIPS AND TRUST?

HOW MIGHT SUPPORT A FAMILIES REINTEGRATE

Technology / Digital Media

Imagine ways to leverage the capabilities of the information... Think about... mobile platforms social media online news and information etc.

PROXIMITY TO CORPORATE CEOs TO HIRE VETS  
VIRTUAL JOB FAIR  
VIRTUAL VOC COUNSELING WHILE DEPLOYED  
VETSMATCH.COM  
JOB INTERVIEWS WHILE DEPLOYED

ENHANCED WEBSITE  
VA

YOUTUBE STORIES CAMPAIGN

Create more Videos that go viral online

TV shows + TV shows that explore the theme

Video interviewing Vets + vet clubs online Vet websites

TV Shows + movies that explore this theme

Have a landing site for returning vets -

DATABASE OF VETS BY GEO LOCATION, AGE, Etc.

Videos viral on internet websites

Facilities & Environments

Imagine ways to use various physical spaces and places. Think about... permanent structures temporary installations mobile environments etc.

VET CAREER COUNSELING CENTERS

JOB VAN TO VFW'S

PUBLIC ART MOSAIC ON CONTRIBUTIONS OF VETS TO INDUSTRY

ETHNOGRAPHY VAN AROUND US

VETERAN AWARENESS CENTERS  
INFORMATION

Have a returning vets day quarterly within the community

Support groups at church/ temple/ schools

VETERAN TO VETERAN DISCUSSION BOARD

support groups at church, schools

Events & Programs

Imagine ways to leverage different kinds of happenings... Think about... physical gatherings education, support & training programs community service programs etc.

VA CAREER DISCUSSION BOARD

VETERAN'S TRAINING CATALOG

Comm College VETS SPACE

Summer IN THE PARK PLAYS

TAKE HOME

FIND A VET CEO TO TELL STORY

YOUTUBE "How I Found my JOB"

LW CONFERENCE FOR VETS

FAMILY COUNSELING FOR VETERAN FAMILIES

VETERAN JOB FAIR

VETS JOB CLUBS

COMMUNITY JOB FAIRS

VETS DAY

HOMECOMING RECEPTION FOR RETURNING VETS

VETS STORIES

TV SHOWS/MOVIES

MEMORIES AT COMPANION AGENCIES Seeking Agnes of Vets

RELATIONSHIPS

VET 2 VET NETWORKING EVENTS

CHILDREN'S GAMES IDEAS

Policies & Laws

Imagine ways to create... Think about...

Change policy around veterans to receive only what will help them

MANDATORY SERVICES

Have government adapt a base unit/platform

Empire State Initiative VIDEO ON VET

NO LIMITS ON RESERVE FOR LIFE

Working individually (but as a team) use the Creative Matrix to generate as many ideas as you can in 10 minutes - one idea per Post-It<sup>®</sup> note