

*fusion* HILL

**SPARK  
CARDS**\*\*\*

IGNITE YOUR IMAGINATION

# Are you ready to spark some magic?

These fun prompts can inspire new ways of thinking - and help you find your unicorn of an idea.

## HERE'S HOW:

1. Identify a current creative challenge
2. Gather some colleagues or find a cozy place to work by yourself
3. Click "Show me a new card"
4. Start brainstorming responses
5. When you're ready for the next prompt, click the button and the deck will randomly shuffle



# Describe it using onomatopoeia only.

Use sounds to describe the  
action or how your idea should  
make a customer feel.



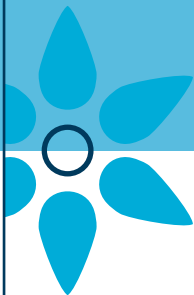
**What if you had  
only one week to  
complete this idea -  
what would need  
to get done?**

What teams would be notified? What would be critical to launch?



# What is the brutal truth about this idea?

Lay out all the pros and cons about your idea. Where can you improve?



# **Describe your idea as song titles on an album.**

Imagine you're recording an album. What story would you tell through the song titles?



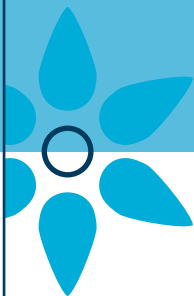
# Who would the ideal celebrity spokesperson be and what would they say?

What personality characteristics does the celebrity have that would fit your brand?



# How would your grandma use it? How would a teenager use it?

What modifications would  
you make to meet their  
specific needs?





# How would it make people's lives easier?

Would it help them stay  
healthy? See family members  
more often? Reach a goal?



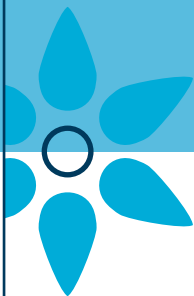
# How would it save the day?

What functionality would  
help save millions of lives?



# If it could talk, what would it say?

Would it be a Chatty Cathy or  
a Nervous Nellie? How would  
it introduce itself at a party?



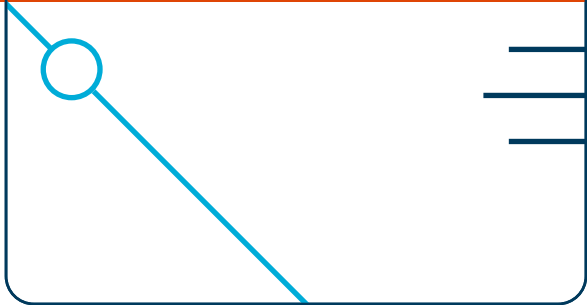
# **If it was a person, what would its lifestyle be?**

Would it be a stay-at-home  
parent or a small-business  
owner? Who would its  
friends be?



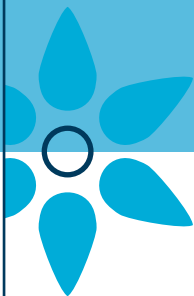
# Imagine the biggest barrier to using it.

What would happen if it  
got even bigger? How would  
you adapt? What would  
you change?



# Imagine you could not use any digital tactics. What would you do?

Explain how word of mouth or newspaper or bus ads might work.



**Imagine you are  
pitching your idea  
to someone who  
has three kids  
running around in  
their living room.**

What would you say? How  
would you get your audience's  
attention amid the chaos?



# What genre of music would it be?

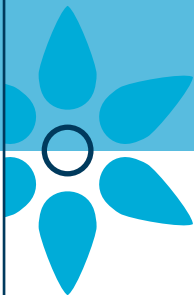
Is there something in the tempo, instruments or music that aligns with this genre?





# What if all your competitors copied you?

What area would you improve to be different from your competitors?



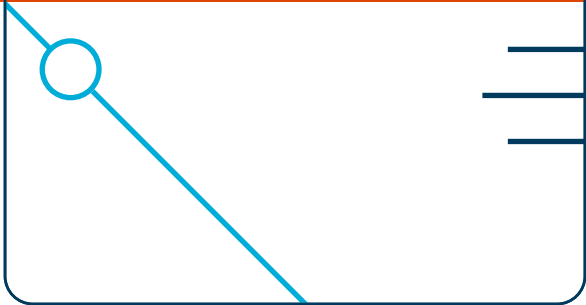
# What if it was only seasonal?

Why does it align best  
with that season?



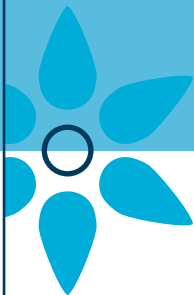
# What if it took up more space or less space?

What difference would this  
make in the sales cycle or  
how customers use it?



# What if it was made for giants?

What would the pros and  
cons be? What features  
would you include or avoid?



# What if it was tiny?

What would the pros and  
cons be? What features  
would you include or avoid?



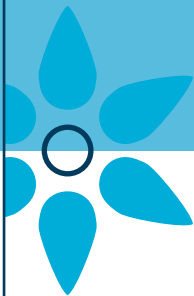
# What if the design wasn't complete?

How would you improve other aspects of the experience?  
What parts would you keep?



**What if the goal  
was bigger?  
What if the goal  
was smaller?**

How could you make a larger  
impact? Or a smaller, more  
concentrated impact?



# What if the only goal was customer delight?

What positive experiences would you create to surpass your customer's expectations?





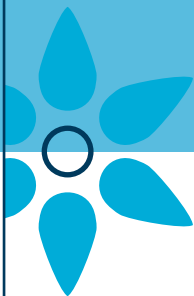
**What if this  
was made for 20  
years in the future?  
Or 150 years in  
the past?**

Start your DeLorean to explain how your product would fit in the past or future.



# What if you allowed it to be ugly?

How would customers  
react? Would there be a  
benefit or not?



# What if you could use only one sense to experience it?

What smell would it be?  
How would it feel? Use those  
sensory skills!



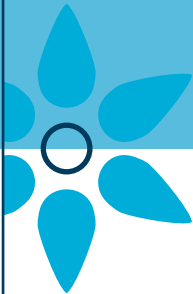
# What if you had to start from scratch?

What would you do  
differently? How would you  
launch your idea to  
the public?



# Describe its opposite.

What's the inverse of your  
idea? Use antonyms to help  
you get started.



# What if you were your customer's best friend?

Think about your best friend's likes and dislikes. How would you pitch them your idea?



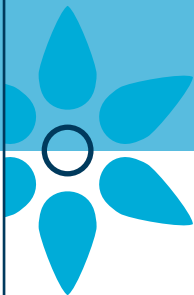
# What if it was a complete failure - how would you revive it?

Would you change the marketing objective? Revamp the product? Find a new audience?



**Imagine it as  
the plot of a  
horror movie or  
a rom-com.**

Would it be the cause  
of mass disruption or the  
reason for love?





# What would a fortune-teller share with you about your idea?

How would your idea impact your customer's life or the broader world?



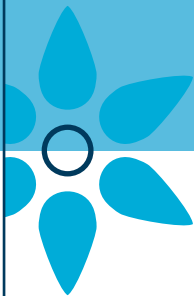
# What would its speakeasy password be?

Imagine your idea needs a code name or password to be unlocked. Would it be a key differentiator?



# What would its superpower be?

Invisibility? Super speed?  
Telepathy? How would this  
benefit your idea?



# Which “Shark Tank” investor would buy into it? And why?

How would you pitch your idea? What questions would they have?



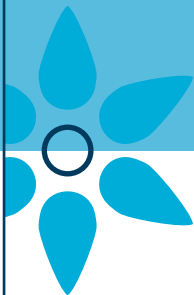
# Who would its perfect partner be?

Describe the personality of the partner. Are they sporty and outdoorsy? Romantic?



# **You have one click (could be any tactic). What does it do?**

Would it be downloading  
your innovative white paper?  
Confirming subscription or  
purchase?



# **Build an online dating profile for your idea.**

What are your idea's  
likes, dislikes, ambitions,  
personality, etc.?



# How would you describe its color?

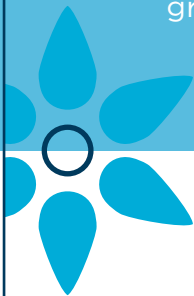
Why did you choose that  
color? Was it based on  
emotions? Aesthetics?





# **If all your competitors disappeared, where would your idea stand?**

Would you be able to conquer the market? How would you innovate to meet greater demand?



# How would you explain it to a 5-year-old?

How would you simplify your pitch? And remember, this group loves to ask “Why?”



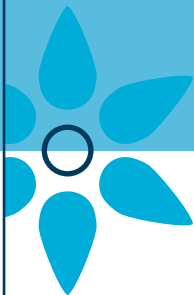
# What would you change if your customer's life depended on it?

Would you change the functionality? Marketing tactics?



# What if someone was making a satirical video about it?

What would they make  
fun of? What would your  
customers laugh about?



# Describe it by using only facial expressions.

Get those facial muscles  
moving! Use your emoji  
keyboard for inspiration.



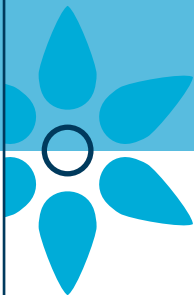
## Describe it in a haiku.

Haiku = three lines containing  
5, 7 and 5 syllables,  
respectively. Position your  
idea in this setup.



# Describe it in a singing telegram.

Write out a singing telegram song imagining your customer receiving it at their doorstep.



**Describe it in a  
tweet - and  
stay under 140  
characters.**

What are the key factors to  
share with your audience?  
How would you promote  
excitement?





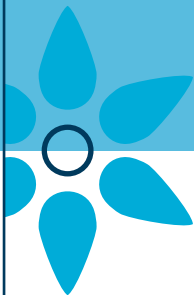
# Describe it to an off-the-grid family member.

How would you describe  
your idea to them? Could  
an analogy help them  
understand?



# How could you make it the most personal customer experience?

Describe your best customer experience and what factors made it special.



# How could it connect or help communities?

Think about various initiatives like the Little Free Library project or a community garden club.



# How would it be different if there was no electricity?

How would it work in a citywide power outage?  
Would it be successful?



# How would you describe it as a multi-course meal?

What type of food is served?  
Who's invited to the dinner party and why?

