Imagination’14

Brainstorming Theme Proposal

**Introduction:**

The Imagination’14 workshop will provide an ideal forum for attendees to learn about a new product innovation tool called SciFi-Prototyping (SFP), originally developed at Intel that allows practitioners to generate ideas for new technologies, new products, new applications and new business innovations. It differs from brain-storming as the framework forms an “innovation” language for all stakeholders in society to discuss what kind of future and new products they want, while levering imagination as the key ingredient to inject radical and disruptive market ideas. In differs from the other IE’14 workshops in that it will assume a ‘sandpit’ format where participants will engage in practical creative activities, acquiring new skills. The workshop is mostly aimed at educating doctoral students in the principles of SFP as a means of translating their research into innovative products or businesses but other non-doctoral participants are also welcome.

**Methodology:**

The workshop will open with an explanation of the SciFi-Prototyping methodology (supporting documentation will be provided) by the Imagination’14 chair. The participants will then be divided into groups of 5, where they will be introduced to their thematic area by a “theme leader” (you will have chosen this area, based on your own interest, prior to the event). Then to illustrate how the process works you will be shown how the process of SciFi-Prototyping has worked for an earlier product innovation, the ImmersaVU, following a product innovation for conception in an SF-Prototype to manufacture. As a new step you will them be guided into the creation of a micro SF-Prototype (based on micro-fiction) together with a micro-specification. At this point you will have produced a concept for a product or business innovation, which will be the target for this workshop. Participants will be invited to participate in a follow on web-based activity where they further develop their ideas to produce a more complete SFP (suitable for publication) and implementation as a business. In particular, they will be invited to participate in the “Faculty-Cooperative” programme, a movement to try to inspire entrepreneurship in higher education.

**Areas of Interest (Themes):**

As proposed in the proceeding section the event will revolve around innovations based on a number of fixed themes. By default, you can select from one of the following themes:

1. Robotics
2. Internet-of-Things
3. Education
4. Smart-environments (homes, offices, restaurants)
5. Human Computer Interaction (including virtual & mixed reality)
6. Innovative Business models (eg 3D printed, maker industries)

Alternatively, if you would like to maximize the relevance of the event to you, we invite you to suggest your own SFP themes. If you are interested in proposing a theme, please read the following section of this document and submit a proposal to our [submission system](https://cmt.research.microsoft.com/IMAGINATION2014/Default.aspx) before 4th April 2014.  The brainstorming theme proposals should be related to some area of Intelligent Environments (either products or business models); see front page of [www.intenv.org](http://www.intenv.org). However, please bear in mind that to be selected your theme needs to be one that participants will be able to understand and contribute to (to keep your proposal general and clear). Clearly there are a limited number of themes we can support in the limited time available, so the selection will be made by the organizing committee on the basis of their popularity and suitability to the event. If you would be interested in proposing a theme, then, in the first instance, you should email us with a 1-2 page proposal under the following paragraph headings:

1. Personal contact details of the proposers including their name, job title, email address and the website of your host organization.
2. Proposed title of the brainstorming theme
3. Brief description of the theme (no more than 300 words)
4. Rationale (why work on the theme would be important?).
5. Brief details of any earlier previous experience related to the proposed theme.
6. Will there be any other attendees that you know who will come with you to discuss on this theme?

Useful Information:

1. [www.creative-science.org](http://www.creative-science.org) – this is the core repository of information about SFP. It’s extensive, so we recommend that you care full look through what it contains.
2. <http://www.morganclaypool.com/doi/abs/10.2200/S00336ED1V01Y201102CSL003> - Intel’s futurist’s definitive book on the subject (Science Fiction Prototyping: Designing the Future with Science Fiction)
3. [http://victor.callaghan.info/publications/2013\_Futures2013(ImaginationWorkshops).pdf](http://victor.callaghan.info/publications/2013_Futures2013%28ImaginationWorkshops%29.pdf) - Hsuan-Yi Wu’s introduction to her pioneering Imagination workshops
4. <http://imajenation.weebly.com/science-fiction-prototyes.html> - SFP publications