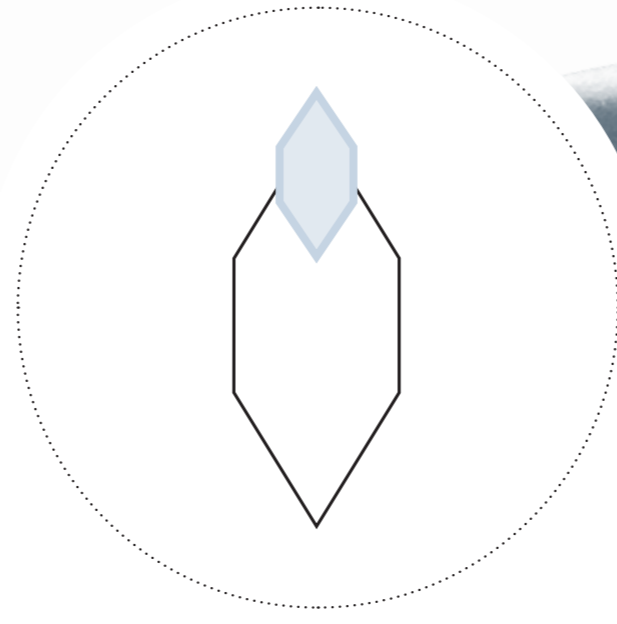# Impact Creative Toolkit

It consists of a set of three tools, meant for multidisciplinary teams, that guides through an ideation process from defining a problem statement to developing an idea. It focuses on the impact that a product or service has on the end user.

impact designer

Impact Designer is a problem definition tool that besides defining the problem statement, it helps to decide on the impact that it is aimed on the user.
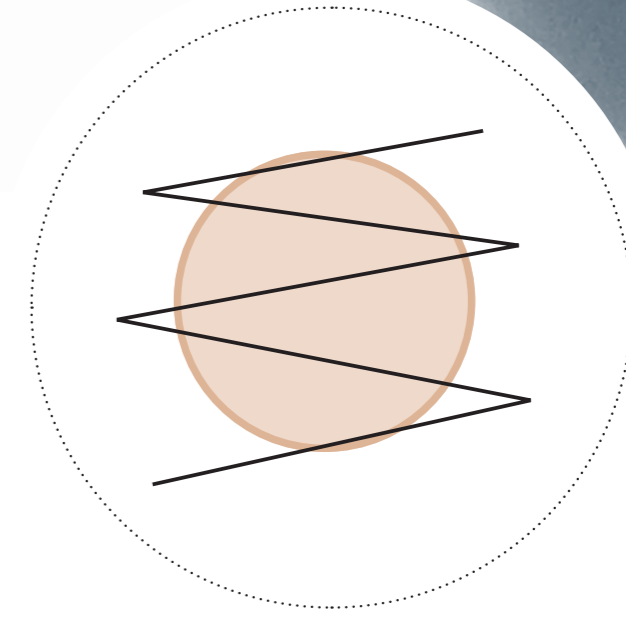
It consists of three templates: Impact Design Canvas, Individual Problem Statement and Group Problem Statment.

impact analogies

Impact Analogies is an ideation tool. It stimulates the production of ideas by means of metaphors of the desired impact on the user.
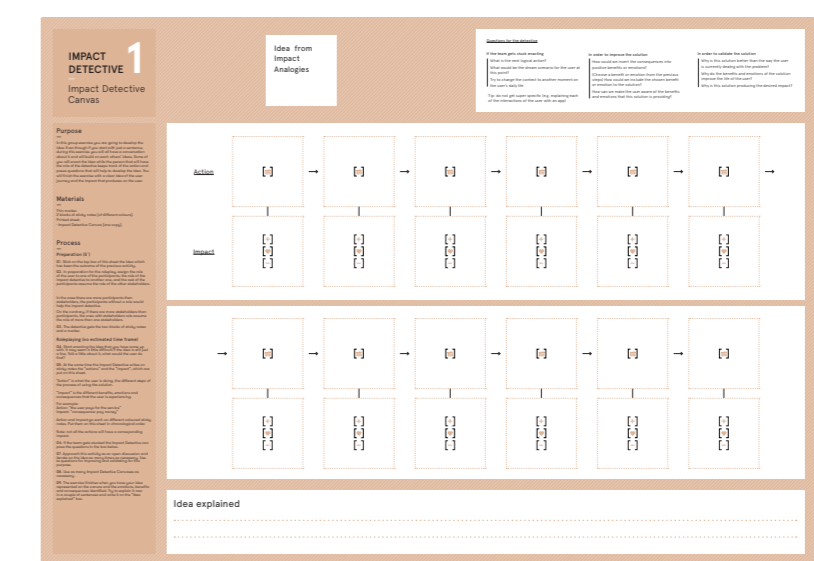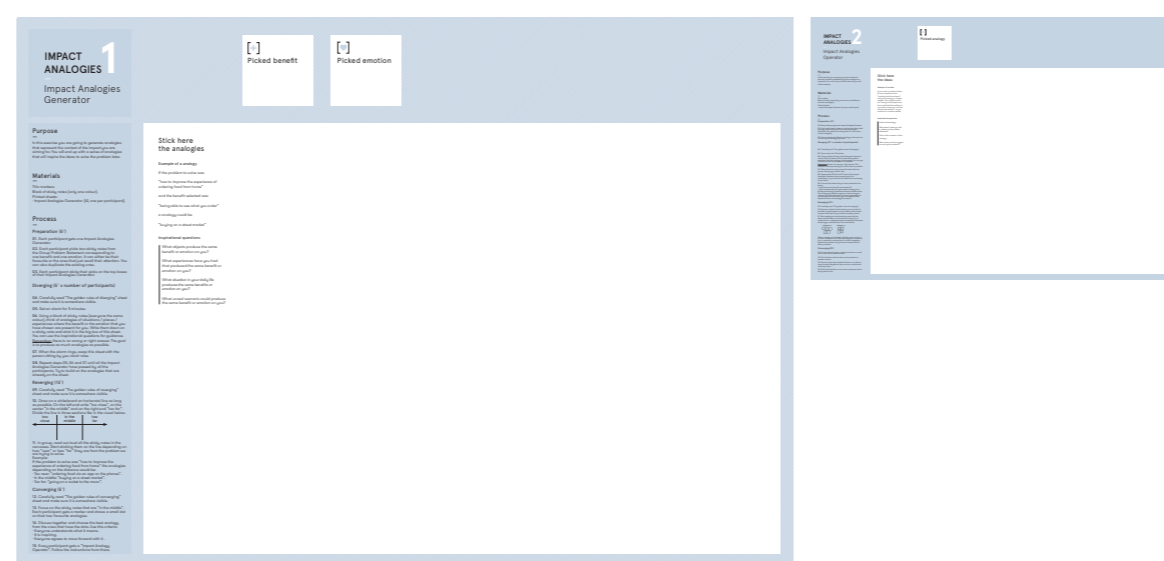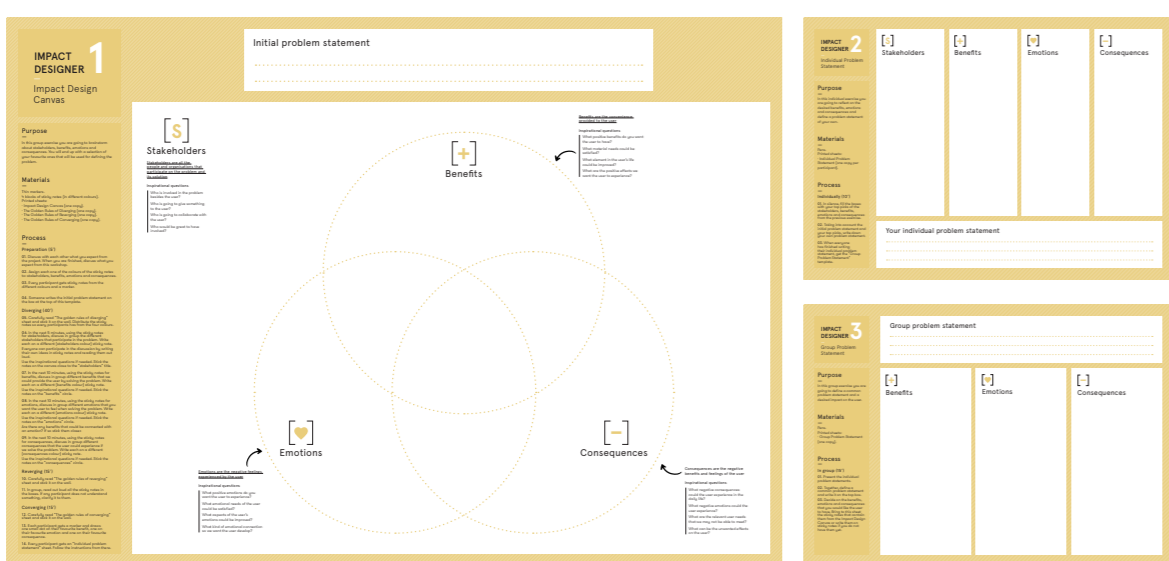
It consists of two templates: Impact Analogies Generator and Impact Analogies Operator.

impact detective

Impact Metaphors is an idea development tool. It combines roleplaying with posing questions that create a conversation around the desired impact on the user.
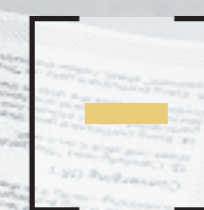
It consists of one template: Impact Detective Canvas.

[+]

benefits
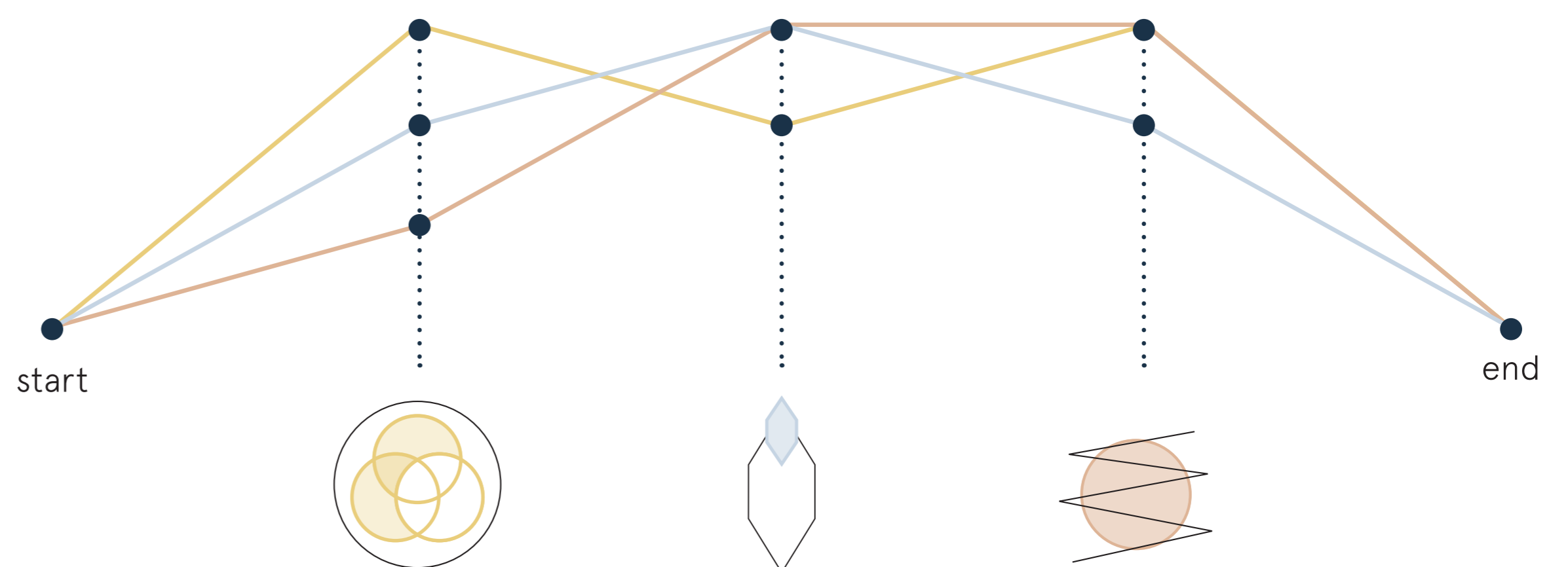the convenience provided by the product or service to the end-user.

[♥]

emotions
the positive feelings caused by the product or service to the end-user.

[ ]

consequences
the negative benefits and emotions produced by the product or service on the end-user.

The tools were evaluated with the HEC framework (Aguirre et al., 2017). It assesses what dimensions of creative facilitation are more present in a creative tool:

human

experimental

creative

start

end

TUDelft

Faculty of Industrial Design Engineering

Delft University of Technology