

Explore the experience you are designing through your chosen metaphors. An example is included to get you started; redesigning a food delivery service through two different metaphors.

	<b>Metaphor 1</b> <b>E.g. a swarm of bees</b>	<b>Metaphor 2</b> <b>E.g. swimming relay team</b>
<b>Tell the metaphor's story</b>	For example, if a food delivery service is like a swarm of bees, a team of worker bees simultaneously pick up orders and deliver to homes ...	
<b>Elaborate the triggering concept</b>		For example, the "handover of the baton" could suggest an exchange between the person that delivers the food and the person ordering the food. What if someone drops the baton?...
<b>Look for new meanings for the concept</b>		For example, the "handover of the baton" concept could be interpreted as a symbolic gesture rather than a physical exchange...
<b>Elaborate assumptions</b>	For example, the swarm of bees metaphor highlights cooperative, parallel approaches to working together to create something...	For example, the swimming relay team metaphor highlights linear, sequential approaches to achieving a time-based goal...
<b>Identify the unused part of the metaphor</b>	For example, what happens when the Queen bee dies?...	