

MIND YOUR METAPHOR

CREATION METAPHORS

Questions to ask when you're making things

Which metaphors do we use today?

How might these limit our thinking?

Are there better metaphors?

POSITIONING METAPHORS

Questions to ask when you're communicating things

Have we found the right positioning?

Can we leave assumptions behind?

How do we test the positioning?

Is there a difference between creation and positioning metaphors?

PRINCIPLES FOR FINDING METAPHORS

Enter a creative headspace

Get away from the computer; find an inspiring context.

Generate broad ideas first

Don't run with your first idea. Create a wide palette to choose from.

Seek metaphors for problems

Start with problem metaphors; it's easier to find solution metaphors

Find the nouns and verbs

What do you do? Describe with a noun and a verb, like 'grow team'.

Find metaphors for each word.

Break down your elements

Pick a feature. 'Feed'. List the actions around it, like 'browse'.

Find new metaphors for that: library, archive, shelf

Compare and contrast

'We're like the x of y' (where y is a different market)

If it were a person, then who? A building?

Avoid lazy metaphors

Don't always be 'the Uber for x'.

Take the time to find good metaphors.