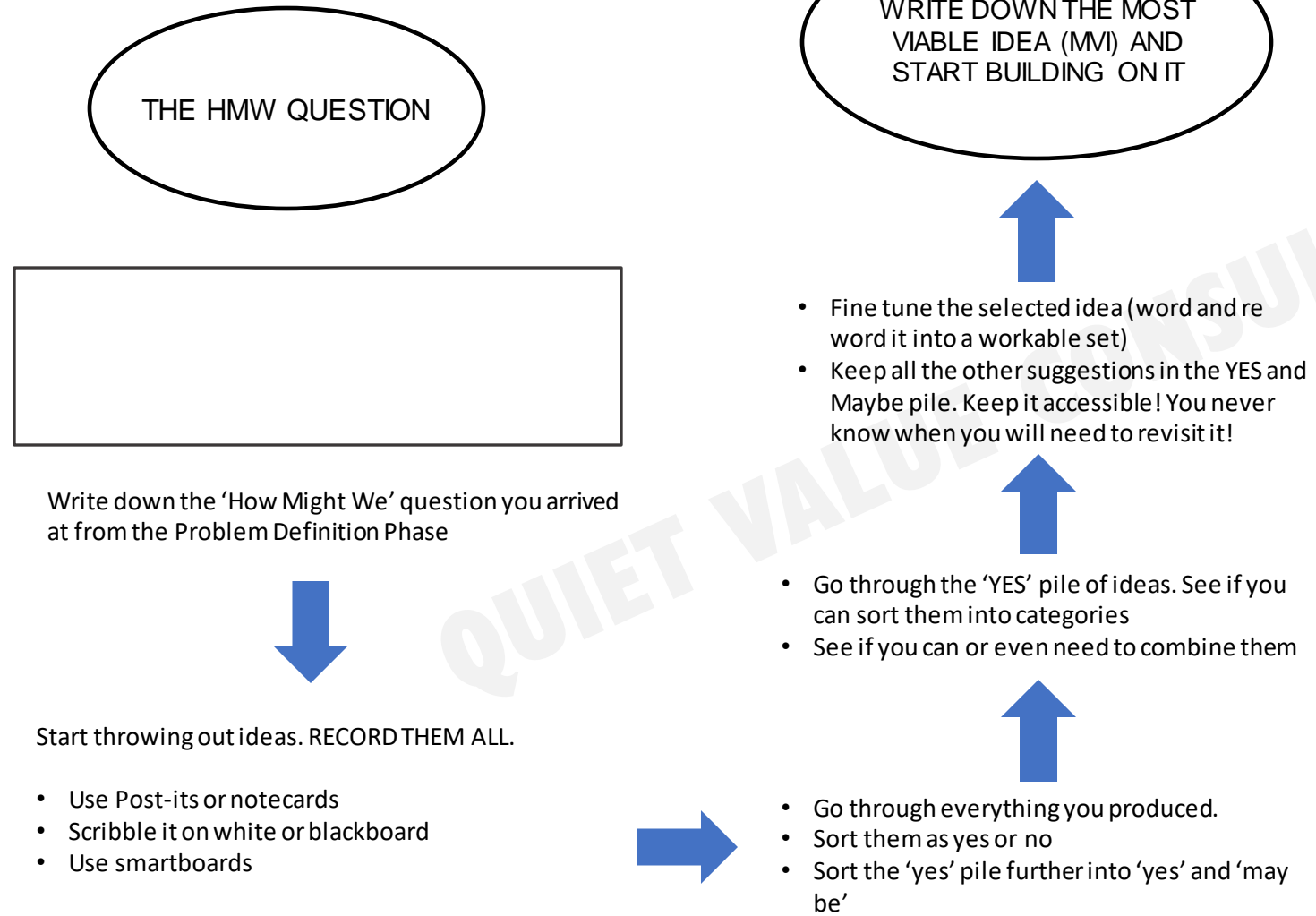


IDEATION

The 'creative' way to arrive at that one good idea is by generating lots of ideas! This will give you a shot at arriving at a workable idea - you can even combine a few ideas you've thrown out there to create a new pathway or..... One or more of these ideas will put you on the path to finding a workable one!

IDEATION BASICS



KEEP IN MIND WHEN BRAINSTORMING IDEAS

- **Think from the user / client's point of view.** Your project / product is for them, always remember that!
- For group brainstorming, **gather no more than 5.** if there are more, split into smaller groups and then compare and compile ideas. Anything beyond 4-5 becomes chaotic
- **SET A TIME LIMIT.** We want ideas to emerge organically, but this does not mean we ideate endlessly! Depending on the project take no more than 3-10 hours. And DO NOT do 10 hours at stretch. Take breaks or split it over a week.
- **DOCUMENT** every post-it and every idea that is thrown out there. Creative problem solving is all about flexibility and incorporating new things. When a new entity crops up, your brainstorming may have already covered that, so then it is a question of grabbing your old notes from the ideation phase!
- **KEEP THE DOCUMENTATION ACCESSIBLE!**

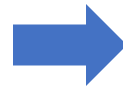
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IDEATION WORKSHEET 1 of 2

Use this sheet to document your ideas. And the next sheet if you run out of space

THE HMW QUESTION



Write down the 'How Might We' question you arrived at from the Problem Definition Phase



Start throwing out ideas. RECORD THEM ALL.

YES, HAS POTENTIAL

MAYBE, NOT SURE RIGHT NOW

NO. THIS IS WAY OFF BASE!



Write down the final idea in the oval; tweak it and reword it as many times as you want! We call this the Most Viable Idea or MVI



Now proceed to building your idea and listing resources you'll need



IDEATION

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IDEATION WORKSHEET 2 of 2

Use this sheet to document stuff if you run out of space on sheet 1

Write down the 'How Might We' question you arrived at from the Problem Definition Phase

NO. THIS IS WAY OFF BASE!

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