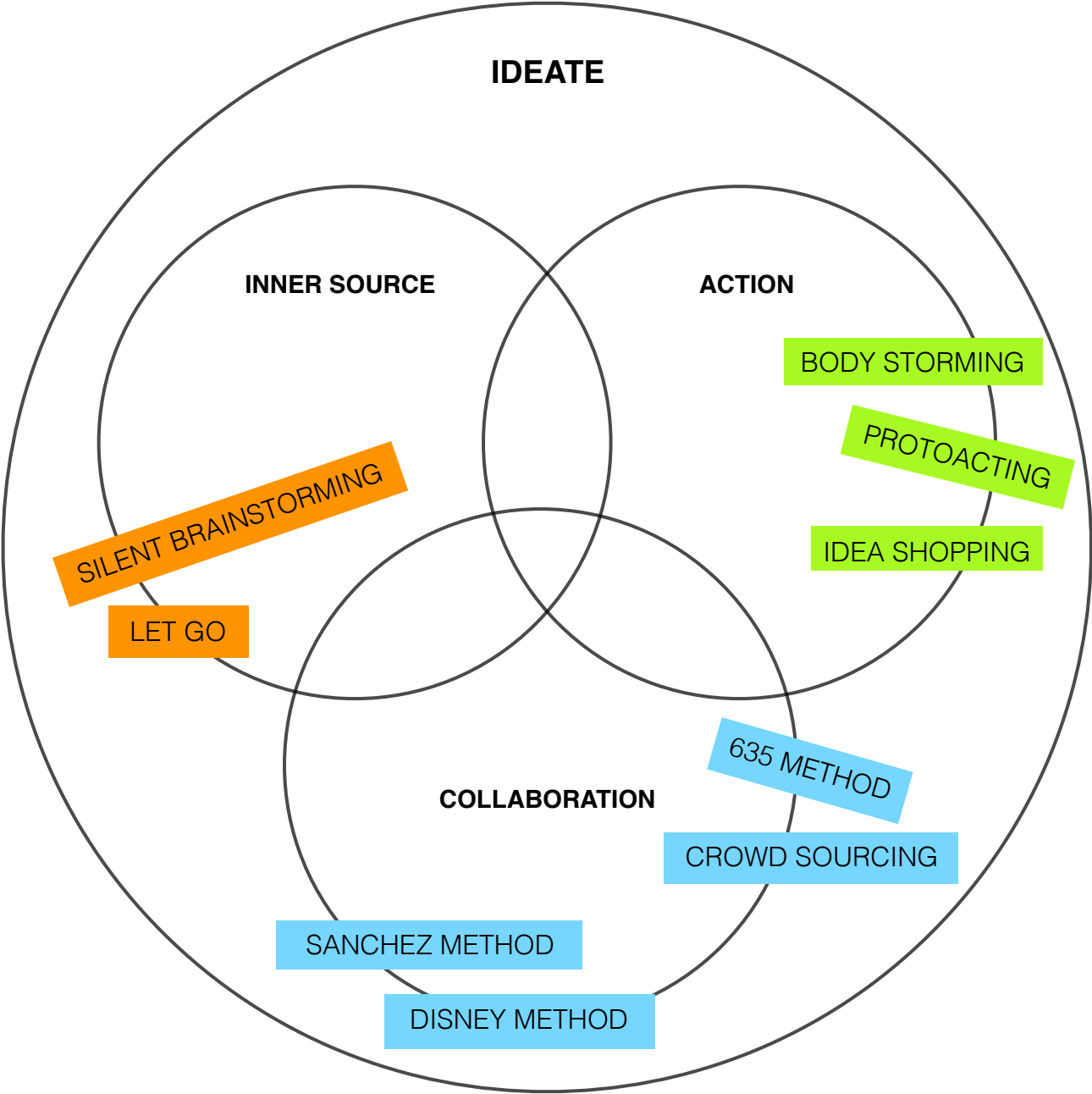


IDEATION TECHNIQUES



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ACTIVATING INNER RESOURCES

SILENT BRAINSTORMING

What is it: A concentrated, reflective ideation method to start off an ideation session

How to: Take two to three minutes to silently and individually recapitulate the brainstorming question and write down ideas one by one on post-its. Afterwards, share the ideas in the team.

LET GO

What is it: An ideation method in which the team separates, then enjoys the solitude, the silence and any inspiration around.

How to: All team members should switch off their cell phones and leave behind other distractions. Then, equipped with a post-it block and pen, all wander around silently. Whenever an idea pops up, it should be written down to be shared later in the team. Take at least 20 minutes for this exercise.

FOCUSING ON ACTION

BODY STORMING

What is it: An ideation method in which the body is actively involved in an ideation process.

How to: There are different variations on how and where to get physical. These are:

- Move (walk, jump, dance, or else) while brainstorming
- Change the space and do as described above
- Simulate a setting of your problem and act in the setting while generating ideas.

PROTOACTING

What is it: An ideation method in which a concept's functionality is further developed through acting in context.

How to: After choosing an idea, define the "who": relevant roles which are then delegated within your team. Then define the "where": create the setting in which the scene takes place by using simple props already on hand. Finally act out the "how" by improvising all together.

IDEA SHOPPING

What is it: An ideation method in which teams "steal" ideas from each other to spark inspiration.

How to: After a couple of brainstorming rounds, participants spread out and "shop" ideas in the team spaces by copying one to three great, inspiring ideas on post-its. After five to ten minutes team-members of each team gather again, present the shopped ideas and build on these ideas.

635 METHOD

What is it: A structured and silent way to build on the ideas of others.

How to: Every participant gets a sheet of paper.

- Participants form a circle and get three minutes to generate ideas on their sheets individually.
- After three minutes, everyone passes his/her sheet to the neighbor on the left, and a new round starts.
- Again the participants come up with three ideas, building on the previous ones on the sheet.
- The method is designed for six participants to generate three ideas over five rounds.

DISNEY METHOD

What is it: Idea generation by taking different thinking perspectives:

- The realist: He/she is looking for ideas that are feasible, profitable and can be implemented within a short period of time.
- The emotionalist: He/she searches for ideas that have a true impact for the user.
- The dreamer: He/she is looking for the ideal solution and has no constraints and contradictions in mind.
- The joker: Here the team can make up a useful and inspiring character.
- Yourself: Here the participant really is him-/herself.

How to: Using the Disney Method role card deck, participants draw one card each and brainstorm while playing that role. Multiple brainstorming rounds enable participants to explore different roles.

CROWD SOURCING

What is it: A fast and inexpensive way to obtain a large number of alternative solutions.

How to: Define brainstorming questions and how you would like to use the wisdom of the crowd.

- Think about where to find the needed crowd and what incentives to provide for their participation
- Participants ask others for their ideas and solutions.
- Participants capture each idea on a post-it

SANCHEZ METHOD

What is it: The Sanchez Method is an easy tool to build on the idea of others.

How to: After one or a couple of brainstorming rounds, each member chooses one idea that is on a post-it. Taking one selected post-it at a time, proceed with a brainstorming round that one builds on this idea
(5 post-its / 3 minutes)