

Brainstorming

Gather the ideation team and encourage them to generate a large quantity of ideas without judgment or evaluation. Use techniques like free association, word prompts, or random stimulus to spark creativity.

Random Words

Select random words or phrases and challenge the team to find connections or potential applications to the problem at hand. This technique encourages thinking outside the box and generating unexpected ideas.

Mind Mapping

Create visual maps or diagrams to explore connections and relationships between ideas, concepts, and themes. Start with a central problem statement or concept and branch out with related ideas and potential solutions.

Ideation Activities

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Story Boarding

Use visuals, sketches, or storyboards to depict stakeholder experiences or a sequence of events related to the problem. This helps in visualizing ideas and exploring potential solutions in a narrative format.

Role Playing

Have team members assume different personas or perspectives related to the problem. Encourage them to think and speak from those perspectives to gain new insights and generate unique ideas.

SCAMPER

SCAMPER stands for Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse. Use this technique to systematically challenge and enhance existing ideas by applying each of the SCAMPER techniques to generate new possibilities.

Worst Possible Idea

Encourage team members to come up with the worst, most absurd, or unconventional ideas related to the problem. This approach can help break mental barriers and trigger creative thinking by pushing beyond traditional constraints.

SCAMPER Shuffle

Shuffle a deck of SCAMPER cards (each card representing a different SCAMPER technique) and have team members draw a card. They then apply the technique on their selected idea to generate new variations or enhancements.

Provocation

Pose provocative questions or statements that challenge conventional thinking and encourage the team to think in unconventional ways. For example, "What if we had unlimited resources?" or "How would a child solve this problem?"

Analogy

Draw inspiration from unrelated industries, domains, or contexts to generate ideas. Explore how solutions to similar problems in different fields can be adapted and applied to the current problem.

Collaborative Sketch

Have team members sketch their ideas individually, then share and combine their sketches to create new concepts. This collaborative approach encourages the integration of diverse perspectives and stimulates idea generation.

Round Robin

Allow each team member to contribute an idea in a structured round-robin manner. Encourage building upon previous ideas or generating new ones. This technique ensures equal participation and avoids idea domination.

Ideation Activities

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