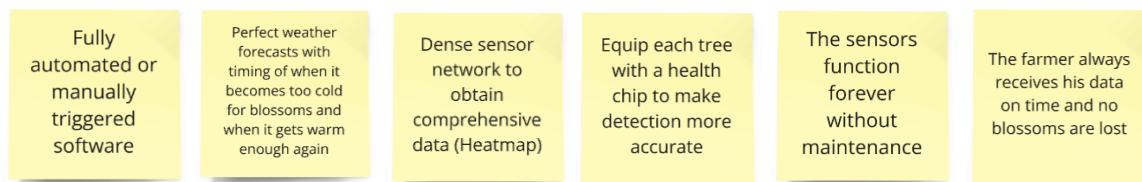


Ideate: Disney Method

Our team selected the Disney Method for the ideation phase of our theory because it enables us to creatively generate a wide array of ideas and systematically deconstruct them into manageable problems to find solutions. The Walt Disney Method separates the process into three different phases, the dreamer, the realist and the critic. Each stage has been assigned to a different color, starting with the dreamer:

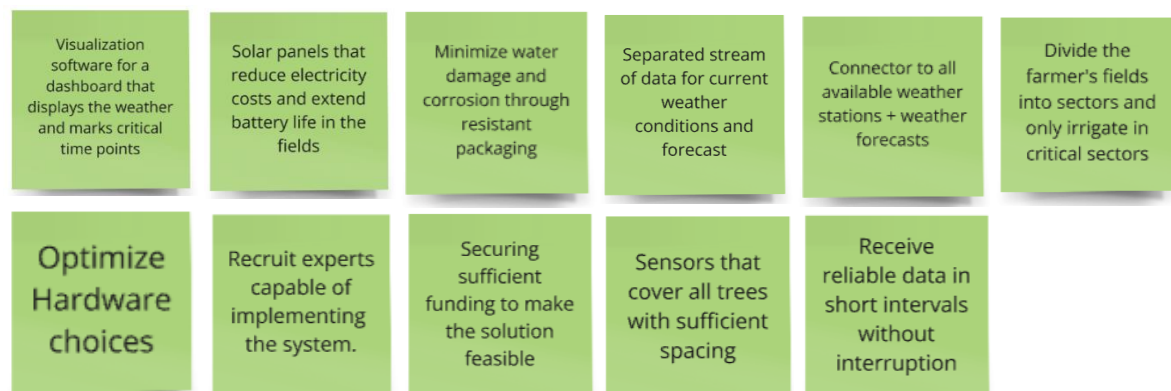
The Dreamer

The dreamer has unlimited resources and imagines a perfect scenario in which all things work out without fail.



The Realist

As we get into the realist part, the definitions become clear and visibly split into several different smaller issues to tackle.



The Critic

In the third stage of the Disney Method, the Critic phase involves a thorough examination of potential issues, pointing out the most important ones.

