

## **IDEATION.** CREATING ALTERNATIVES.



# **RULES FOR IDEATION.**

**STAY FOCUSED  
ON THE TOPIC!**

**ONE CONVERSATION  
AT A TIME!**

**DEFER  
JUDGMENT!**

**BUILD ON THE IDEAS  
OF OTHERS!**

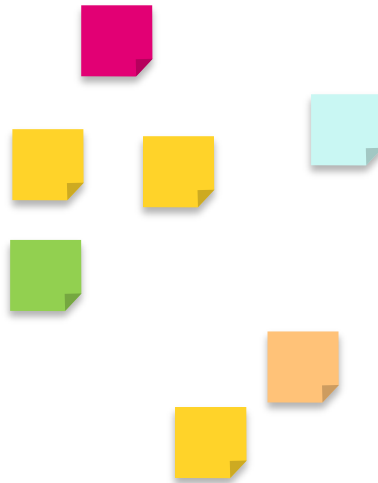
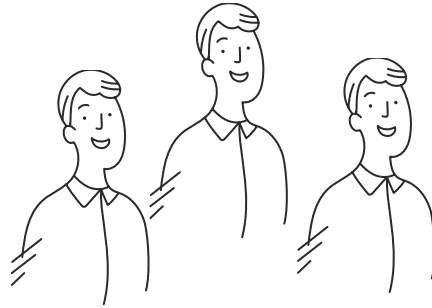
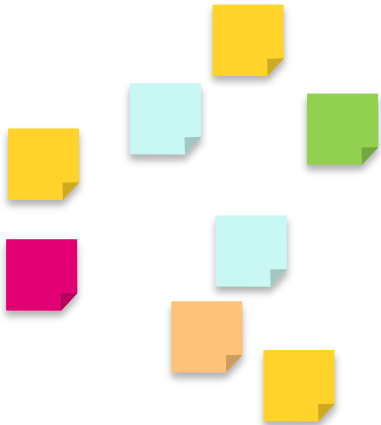
**ENCOURAGE  
WILD IDEAS!**

**GO FOR  
QUANTITY!**

**EXPRESS  
UNFINISHED IDEAS!**

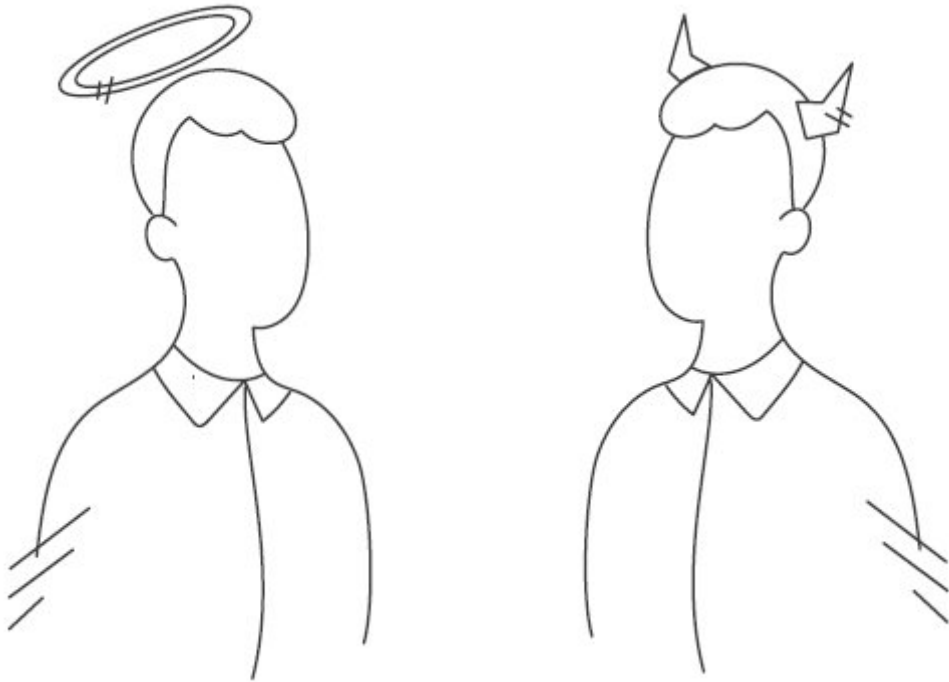
**THINK  
USER-CENTRIC!**

# CLASSIC BRAINSTORMING.



The objective of a **Brainstorming** is to develop ideas to solve a specific problem by utilizing the synergy effects within a group. Within a brainstorming session the participants devise potential ideas through spontaneous thoughts surrounding the topic. It is helpful to work while standing and using the entire room. Most importantly, to ensure a dynamic and open minded ideation process, the participants should refrain from criticizing or assessing the expressed thoughts and ideas. Details regarding specific ideas may be discussed afterwards. During the brainstorming session, the moderator has to motivate and encourage the group to develop and present their suggestions.

# HEAVEN & HELL.



**Heaven & Hell** is based on the idea that one should think in extremes. Particularly positive or negative associations provide an ideal starting point from which to come up with new ideas or approaches for further development of existing products or services.

Note down the problem or issue for which you want to use your Heaven and Hell session on the center of your board. Distribute post-its (blue for Heaven, red for Hell) and pens to all participants.

Now label a Heaven and a Hell. Collect adjectives that would be absolute hell or utterly heavenly in the context of your issue. Try to be as extreme as possible in your thinking. Record the adjectives separately on two lists. Use these adjectives to come up with ideas.

The outcome:

- The strengths and weaknesses of a product or service are identified
- Resolution approaches and ideas to reinforce positives and restrict negatives