

# What is idea generation

Idea generation is “the **process** of creating, developing, and communicating ideas which are abstract, concrete or visual.”

As the first stage in the idea management funnel, idea generation simply focuses on identifying solutions for a problem.

Why idea generation is important

It's rare for the best ideas to pop into our heads instantaneously – though sometimes it seems like some people have a gift for generating instant solutions. Instead, great ideas take time to develop and mature. Therefore, idea generation is important because the process expands your thinking beyond the obvious or rational.

## **TECHNIQUES FOR IDEAS GENERATION:**

### **1. Brainstorming**

Probably the most well know idea generation exercises are brainstorming and mind mapping. Brainstorming is a process which involves coming up with as many solutions for a specific problem as possible. This activity can either be done individually or in a group or sometimes a combination of both.

### **2. Mind Mapping**

Mind mapping is a visual framework representing tasks, concepts or items linked to a central concept. The main benefit of this technique is to help organize and categorize ideas faster so you can more quickly identify relationships between concepts. In fact, mind mapping can be useful for inspiring or uncovering connections you wouldn't normally think of or see.

### **3. SCAMPER technique**

Another popular idea generation and creative thinking approach is the SCAMPER technique which focuses on understanding the problem. Developed by Bob Eberie, the acronym stands for (S) substitute, (C) combine, (A) adapt, (M) modify, (P) put to another use, (E) eliminate and (R) reverse. This technique works by using each of the seven prompts to ask questions about existing products with the goal of improving upon them or innovating new solutions.

### **4. Opposite thinking**

Also known as reverse thinking, instead of going with the rational route to solve the problem, you consider the exact opposite of the idea. For example, if you're generating ideas for how to increase email subscribers, you'd instead ask yourself: How do I stop getting new email

subscribers? This approach allows you to expand your thought process and pinpoint certain areas or solutions that wouldn't normally cross your mind.

if you decide to start a new business, you will need to spend some time developing your business idea. One of the greatest advantages of being an entrepreneur is being able to work on something that interests you, and that you are passionate about. Unfortunately, passion does not always translate into profits.

### **IDEA GENERATION PROCESS**

1. Collection of Alternatives for Business.
2. Evaluation of each alternative on the basis of:
  - a. Location
  - b. Availability of labour
  - c. Availability of raw material
  - d. Availability of capital
  - e. Availability of technology
  - f. Availability of supply chain
  - g. Availability of market
3. Finding the best alternative
4. Implementing the alternative
5. Getting feedback

#### **Product Selection:**

- a) Does it solve a problem?
- b) Will people pay for it?
- c) What is price?
- d) Is there a sizeable niche market?
- e) Are you passionate about it?
- f) Is there a testing of idea?
- g) Open to advice?
- h) What is methodology to market the business?
- i) Realistic about the goal?

### **PRODUCT SELECTION PROCESS**

There are five stages of product selection:

1. Awareness
2. Product interest

3. Product evaluation
4. Product trial
5. Product adoption

### **1. Product Awareness**

In the awareness stage, individuals become aware that the product exists, but they have little information about it and are not concerned about getting more.

Adopters may be informed through advertising, publicity, or any other effort of the marketer.

### **2. Product Interest**

They enter the interest stage when they are motivated to get information about its features, uses, advantages, disadvantages, price, or location.

### **3. Product Evaluation**

Interest may or may not spark, depending on whether the decision-makers perceive the innovation as a relevant, feasible alternative to existing items. During the evaluation stage, individuals consider whether the product will satisfy certain critical criteria for meeting their specific needs. The potential adopters consider the innovation's benefits and determine whether to try it.

### **4. Product Trial**

The consumer tries the new product on a small scale to improve their estimate of its value. If the consumer is satisfied with the product, they enter the adoption stage, deciding to use the new product thoroughly and regularly.

At this stage, the potential adopters examine, test, or try the innovative product to determine its usefulness.

In this stage, they use or experience the product for the first time, possibly by purchasing a small quantity, taking advantage of a free sample or demonstration, or borrowing the product from someone.

During this stage, potential adopters determine the product's usefulness under the specific conditions they need.

The trial stage for innovations is complex. Successful introduction depends greatly on the new product's characteristics, benefits, and perceived risks. Effective communication is the key to achieving trial by consumers.

### **5. Product Adoption**

The consumer decides to make full and regular use of the new product. The new product is a good, service, or idea perceived by some potential customers as new.

Individuals move into the adoption stage when choosing that specific product when they need a product of that general type. Here the buyers purchase the new product and can be expected to use it to solve problems.

So, this final stage of the process is indicated most directly by sales, but the innovation's visibility is also a success measure.

However, do not assume that they will eventually adopt the new product because a person enters the adoption process. Rejection may occur after any stage, including the adoption stage.