

A CREATIVITY GAME
WITH A COOL NAME

HI

HYPER ISLAND

HOW TO PLAY

This is a game to exercise your creative muscles. To get started, sort the cards into 3 groups: Diverge, Converge, Present.

Create a How Might We challenge statement. Then pick a Diverge card and perform the exercise for 10 minutes. Now pick a Converge card and perform the exercise for 10 minutes. Last, pick a Present card and prepare your idea for presentation.

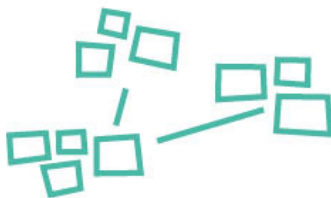
Confused about a tool? Try *toolbox*. hyperisland.com or Google it. If a tool doesn't work, just pick another card - and feel free to hack the process!



THE 5 WHYS

To prepare, use the Dotmocracy tool to identify some of the most popular ideas. Then challenge each idea by asking "Why ... ?" 5 times. The goal is to get to the root issues inherent in these ideas and to identify, which issues will be easier to overcome.

CONVERGE

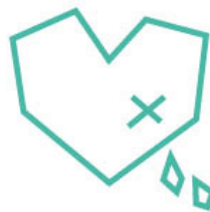


CLUSTERING

Identify ideas, which relate to each other and cluster them in groups. Then find one common description for each group, that would summarise the core idea.

Use Dotmocracy to identify the favorite group.

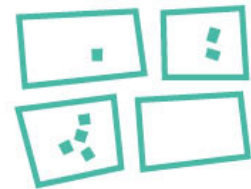
CONVERGE



KILL YOUR DARLINGS

This is a hack on how Kill Your Darlings is usually used, but let's try! If you have put some ideas out, pick the ones you are ready to let go of, and leave only 1-2 of your favorites.

CONVERGE



DOTMOCRACY

Each person has 3 votes to vote for their favorite ideas. See, which 1-2 ideas are the most popular and discuss them further.

CONVERGE



JOURNEY MAP

Draw a graph, which will describe the progress of events, when someone is faced with the issue you are working on. Identify key pain points. Then for each pain point, pick an idea that might help to solve it. Identify, which ideas will have the most impact or are the most realistic.

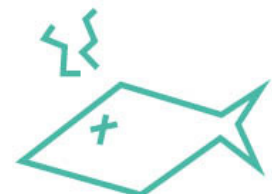
CONVERGE



PERSONAS

Create a fictional character, relevant to the context of your challenge. Describe her/his name, age, occupation, background, motivations, fears/frustrations, likes/dislikes, needs, desires/goals/dreams. Now identify, which ideas would be good/bad for this persona.

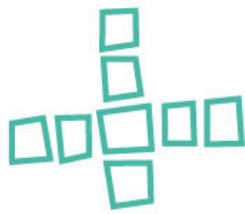
CONVERGE



STINKY FISH

To prepare, use the Dotmocracy tool to identify some of the most popular ideas. Then take turns to share your biggest worries and concerns about each one of them. At the end, evaluate which idea has more manageable barriers, which could be overcome.

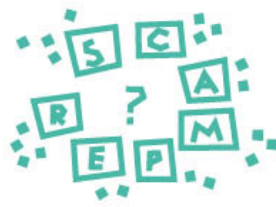
CONVERGE



LOTUS BLOSSOM

Choose one idea to start with. Put it on a post-it in the center. Then go around and surround the idea with new ideas, which build on or relate to the first one. Take as many rounds as you want, building on the ideas from the previous round.

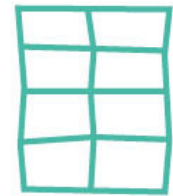
DIVERGE



SCAMPER

Identify one core simple idea relating to your issue. Then Substitute parts of the idea, Combine it with something, Adapt to something else, Modify/Magnify some parts of the idea, find another Purpose, Eliminate unnecessary details, Rearrange/Reverse some components.

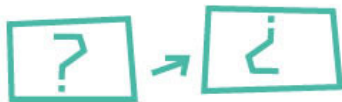
DIVERGE



CRAZY EIGHTS

Fold an A4 paper in half 3 times. Sketch 8 quick ideas about the question you are solving in 8 minutes. Share these ideas with one another.

DIVERGE



FLIP REVERSE

Flip your How Might We (HMW) statement on its head. HMW create the "best coffee shop ever" becomes "worst coffee shop ever". Brainstorm the new HMW. After you've done this, flip your worst ideas to the opposite again and you will end up with a set of positive ideas.

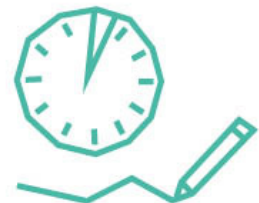
DIVERGE



FUTURE TRENDS

Explore the most important trends and driving forces that are happening at the moment. Think about the opportunities these trends might open up around your problem.

DIVERGE



5 MIN PROTOTYPE

Individually, on an A4, sketch out a rough idea, which could be an answer to the question that you are working on. Then take turns to share it with one another and see which ideas spark most interest and discussion.

DIVERGE



FUTURE MAPPING

Talk at first about ideas and choose one to start with. Put it on a post-it in the center. What would be the development of this idea and where could this idea lead to in 1 week, 1 month, 3 months etc.? Map this out on post-its.

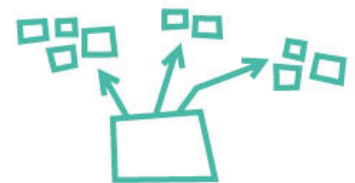
DIVERGE



MASH-UP INNOVATION

As a group use 2 mins to come up with as many ideas as possible in 3 different areas of choice (eg. technology, human needs, existing solutions). Put one idea per post-it. Then take 2 or more ideas from different areas, combine them into a new idea and give it a catchy name.

DIVERGE



UNINTENDED CONSEQUENCES

Have a brief discussion about first propositions. Pick one and put it on a post-it in the center. Now go in turns to surround this idea with its immediate unintended consequences: what could happen if this idea becomes real? Which consequences spark new ideas? Discuss!

DIVERGE



3 ACTION STEPS

What are the first three steps you are going to take to bring your solution to life?

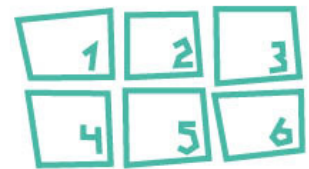
PRESENTATION



PROJECT POINT OF DEPARTURE

On an A4, flesh out your final idea by describing its purpose, desired outcome, target group and the value to this group, roles in a team, milestones and budget, how will you bring the idea to reality, success and fiasco criteria and what could be connected to this project.

PRESENTATION



STORY BOARDS

Create an imaginary user, that might use your idea. Illustrate a sequential frame by frame visual representation of how this user will experience your product/service.

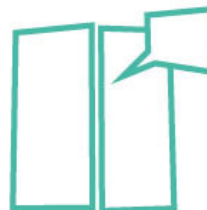
PRESENTATION



OPPORTUNITY CARD

Take an A4 for this exercise. Name your idea and state the problem it is solving and main insights. Sketch your idea, describe who will use it, choose a medium/communication channel, make a timeline of actions, decide on the first action step to take and identify possible barriers.

PRESENTATION



ELEVATOR PITCH

Imagine you just have 30 seconds to pitch your idea to a very influential person, while you ride in the elevator. What will you say about your idea, to spark interest?

PRESENTATION



STORY BUILDING

Present your idea as a classical story. Create a hero (it might be you!) who is challenged by a problem, goes on a journey to overcome this problem but faces obstacles, and then finally creates a strategy, which will solve the problem and lead her or him to success.

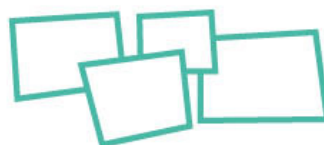
PRESENTATION



USER DAY-PARTING

Create an imaginary user, that might use your idea. Map out an average day in her/his life, illustrate how they will experience your product/service and how they will benefit from it.

PRESENTATION



COLLAGE

Use different sketches, images and words, which will describe the key elements of your idea. Put them together on an A4 in a way that will explain what are you talking about.

PRESENTATION

CREATE CHANGE!