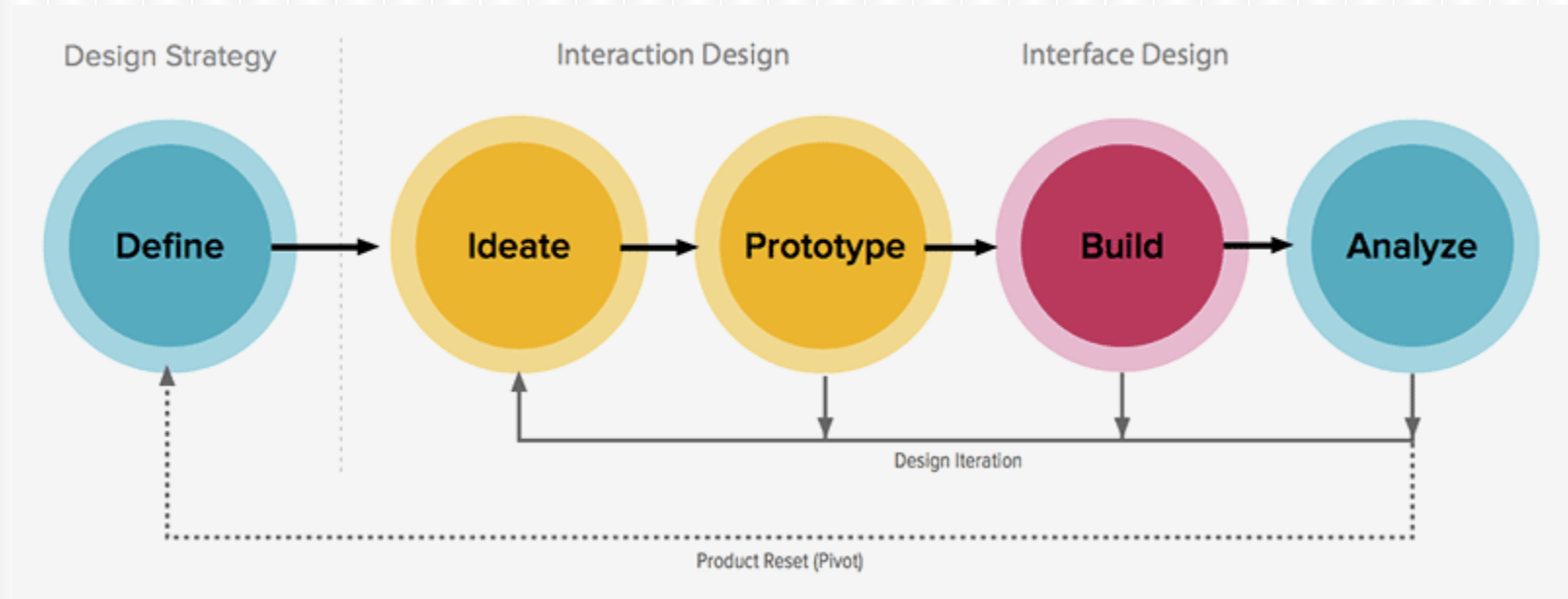


# Ideation

.....*By Alessandro Lombardo Jr.*.....

*(aka Lone Wolf)*

# Ideation



# Ideation

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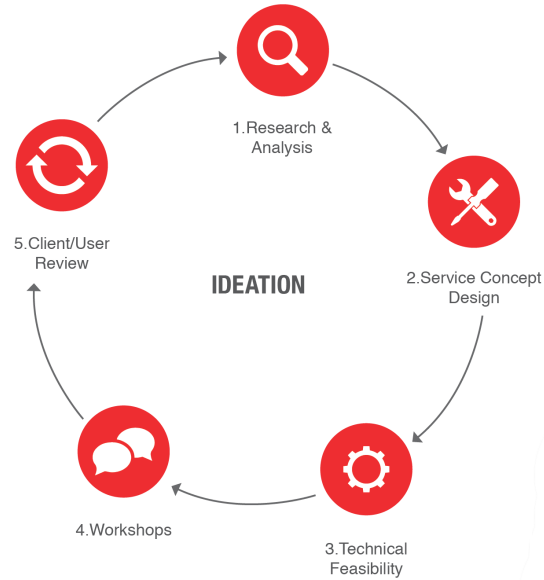
i·de·a·tion

/,īdē'āSHən/ 

*noun* PSYCHOLOGY

the formation of ideas or concepts.  
"paranoid ideation"

# Ideation



# Ideation

.....



# Ideation

.....



# Ideation

## HOW TO DO IDEATION MOST EFFECTIVELY?

### Importance of Project (and Related Time Commitment)

People Involvement



Normal

### 1. The Notebook

- Ideate: Brainwrite 25 ideas, possibly ideate using 1-2 other I-Tools (like free association or concept mapping)
- Idea quota: 25-50+
- Time: 15-30 min

High

### 2. The Eureka Seeker

- First ideate (like in 1.), then imagine (using imagination exercises), then incubate
- Idea quota: 50-100 + 1 breakthrough
- Time: Weeks, months to even years



### 3. The Brainstorm

- Ideate and imagine by mixing Brainstorming and Pool Brainwriting
- Thereby integrate 4-6 I-Tools (such as Metaphors or What If?) to broaden the scope of ideas
- Involve 1 Team (6-8 heads)
- Idea quota: 300++
- Time: 2-3 hours

### 4. The Idea Playground

- Ideate and imagine using 8-12 I-Tools to stimulate out-of-the-box ideas
- Consider hiring external ideation expert (to facilitate process and select appropriate techniques)
- Involve 1-3 Teams (8-10 heads)
- Idea quota: 1,000++ per team
- Time: 0.5-1 day

# Ideation

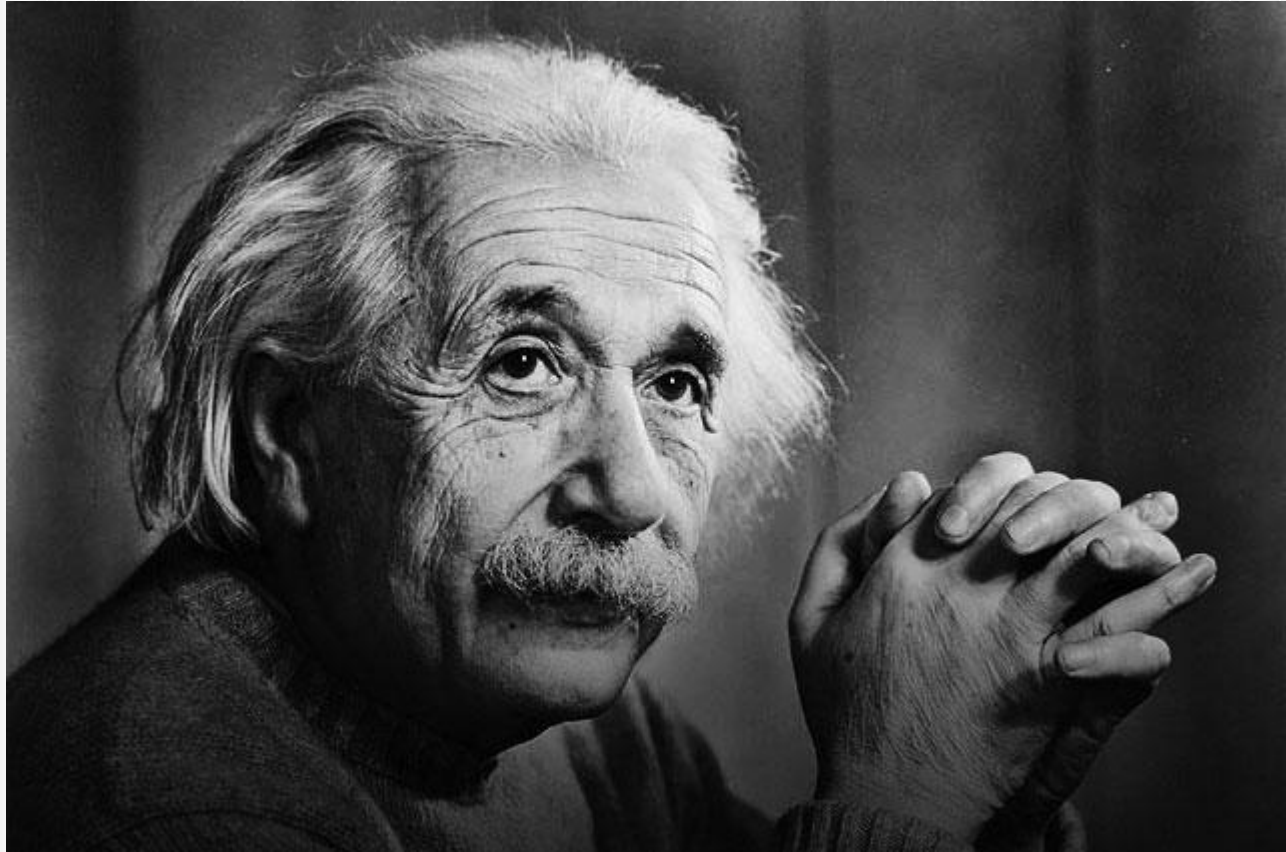
.....





# Ideation

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# Ideation

- Randomness
- # Dice?
- QR Die € / or # Die?



# Ideation

## Ideas

- Knave Dice
- Charades /
- Taboo
- Homonyms
- Drinking / Cocktails
- Social Element / Carving
- Legos / Making objects / Combining object elements
- Commonalities between photos

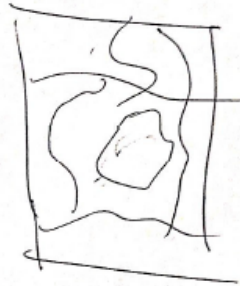
# Ideation

Mantabatten



Die Die

5 ways to die  
&  
1 option to choose  
new weapon or utility.



Die

- Location - ✓
  - Weapon - ✓
  - Utility - ✓
  - Food - ✓
  - Action - ✓
  - Death - ✓
- Pizz

Weapons

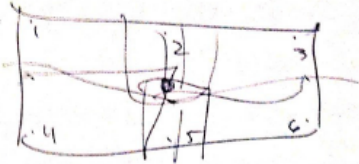
- Pistol ✓
- Shotgun ✓
- Katana ✓
- Crossbow ✓
- Rocket Launcher ✓
- Baseball Bat ✓

Utilities

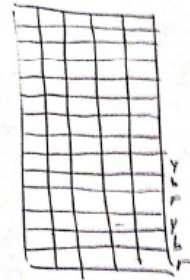
- Rope ✓
- Flare ✓
- Yo-yo ✓
- Flashlight ✓
- Lighter ✓
- Binoculars ✓

# Ideation

1st Die Rolled: Map Placement



1

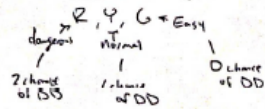


r 6

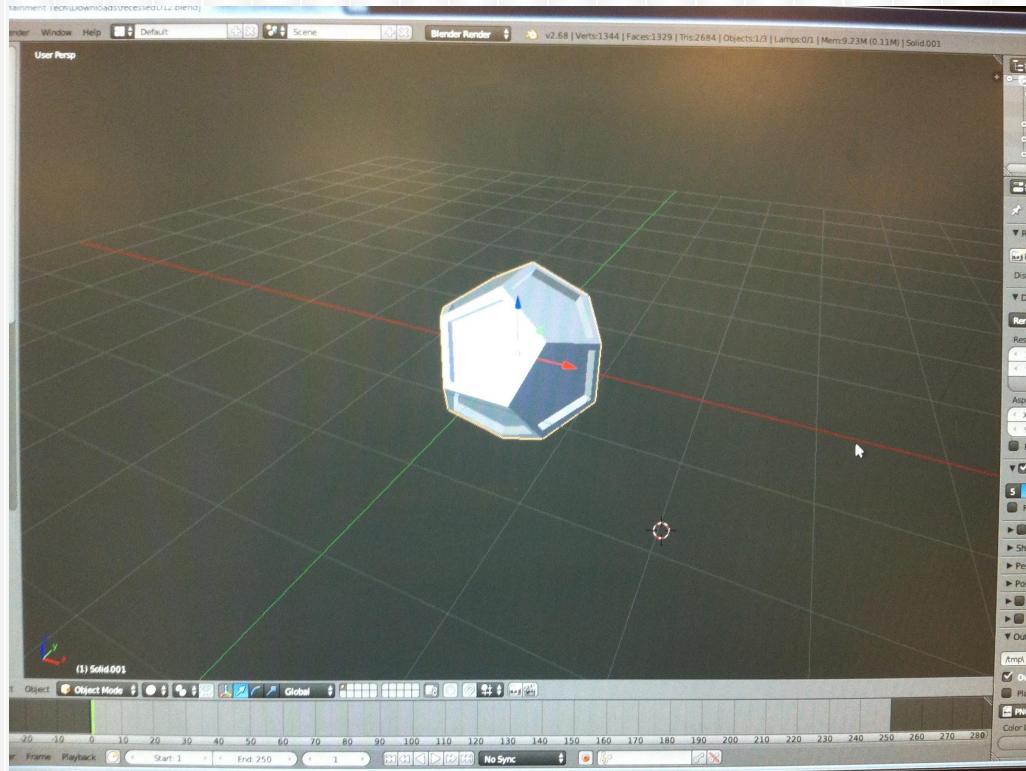
b 3

y 4

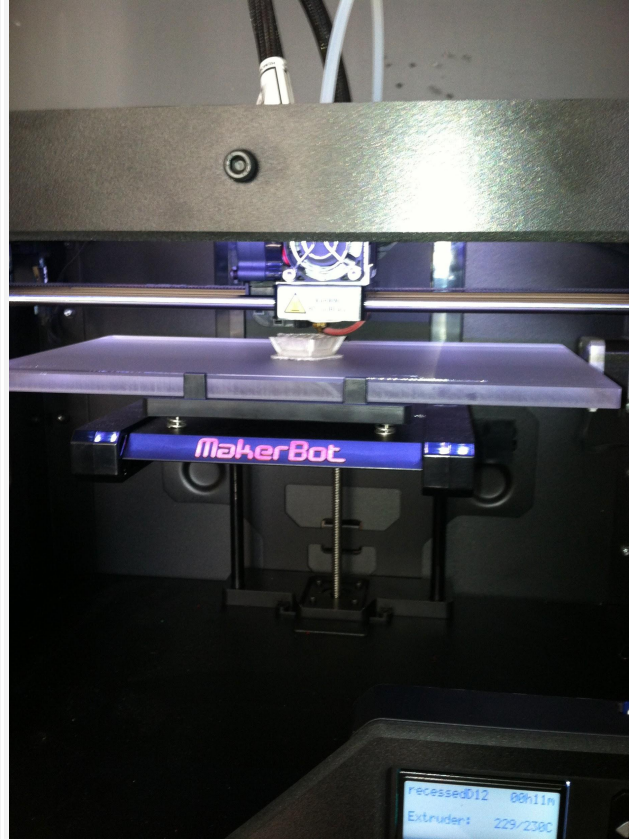
More Dice  
Colors



# Ideation

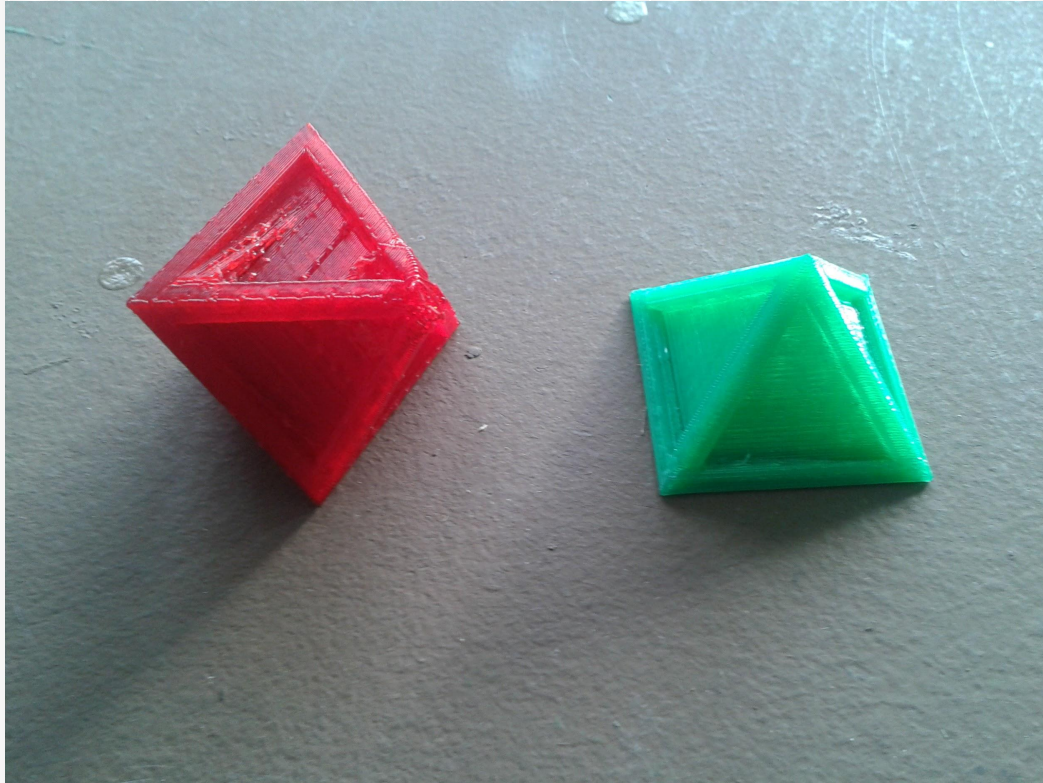


# Ideation



# Ideation

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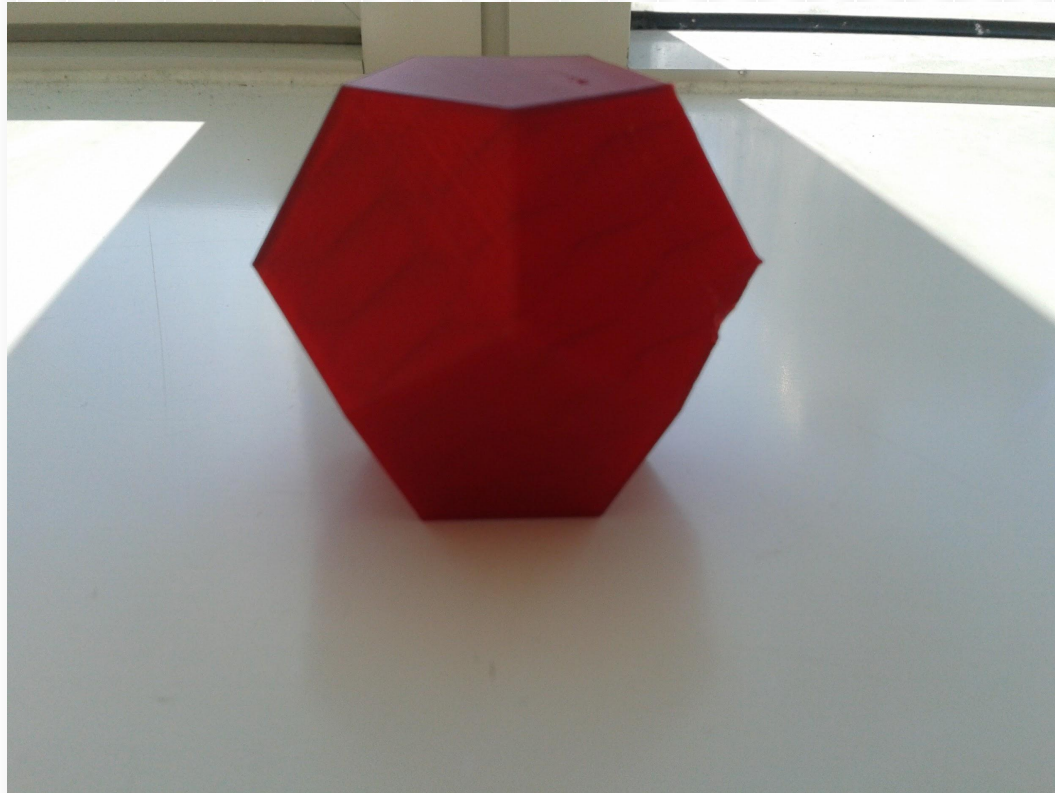
# Ideation

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# Ideation

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# Ideation

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# Ideation



# The End