

# 5 IDEATION

You now know enough to start designing but before you start creating concrete solutions it's important to make space for new thoughts.

You want, in fact, to find innovative solutions and those are usually not the ones that you already have in your head.

## THIS STEP IS DIVIDED IN TWO PARTS

- You start from 8 important requirements. These are the ones that will have the most impact (or innovation potential) if you meet them well. Find innovative ideas and solutions for these requirements by using the lotus blossom technique that stimulates lateral thinking.
- Combine the best characteristics of the examples into solution ideas for your future service and select the best ideas by using the COCD box technique.

*Tip: there's no point in reinventing the wheel. Look for good examples domestically and abroad. The internet is ideal for easily and quickly finding such examples.*

*If you have enough time, we highly recommend that you visit other initiatives and see how innovative ideas are applied in practice.*

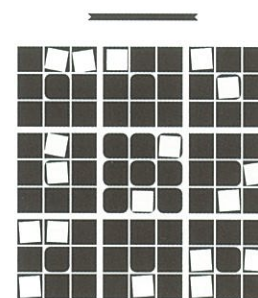
*We also suggest that you look at organisations and companies that are indirectly related to your project.*

*If, for example, you want to change something in the functioning of your cultural centre, then go have a look at a large cinema complex or rhusic festival.*

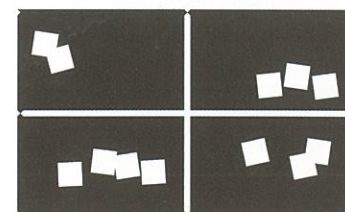
## OTHER TECHNIQUES THAT YOU CAN USE IN THIS STEP

- Edward de Bono is creator of the concept lateral thinking. He has created several creative techniques to use during brainstorming sessions. The most well-known technique is the "Six Hats" in which you look at a problem from different perspectives. You'll easily find explanation of it on the internet.

## TECHNIQUES IN THIS TOOLKIT



### LOTUS BLOSSOM



### IDEA SELECTION

## CHECKLIST

*At the end of this step, you'll have an answer to the following question.*

- ☐ What are some inspiring examples?
- ☐ What are ideas for possible solutions?
- ☐ Which ideas are feasible for the organisation and relevant for the user?