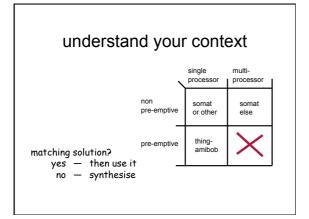
research and innovation

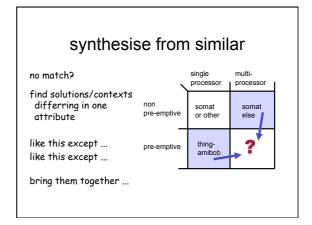
getting good ideas

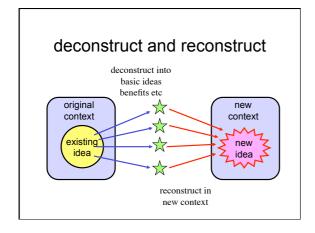
Alan Dix

STRUCTURE + DIVERGENCE = INNOVATION

STRUCTURE







example virtual crackers



- · real crackers
 - cheap and cheerful!
 - bad joke, plastic toy, paper hat
 - pull and bang



- · virtual crackers
 - cheap and cheerful
 - bad joke, web toy, cut-out mask
 - click and bang



- · virtual crackers
 - cheap and cheerful
 - bad joke, web toy, cut-out mask
 - click and bang

the crackers experience

	real cracker	virtual cracker
shared	offered to another	sent by email, message
co-experience	pulled together $\bigg\{$	sender can't see content until opened by recipient
design	cheap and cheerful	simple page/graphics
hiddenness	contents inside	first page - no contents
excitement	cultural connotations	recruited expectation
suspense	pulling cracker	slow page change
surprise	bang (when it works)	WAV file (when it works)
play	plastic toy and joke	web toy and joke
dressing up	paper hat	mask to cut out

DIVERGENCE

bad ideas

why bad ideas?

- · less pre-conceptions
- \cdot less personal commitment
- · learn how to analyse ideas
- · may be get some good ones!

any idea

- what is good about it
 - why?
- · what is bad about it
 - why
- what = component/aspect/use context

as it is

- what is it optimal for
 find a context
- · car salesman approach

make it a good idea

- · what is good keep it
- · what is bad change it
- change context
- · learn from aspects