research and innovation
getting good ideas

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STRUCTURE + DIVERGENCE = INNOVATION

understand your context

match solution?
yes — then use it
no — synthesise

synthesise from similar

no match?
find solutions/contexts differing in one attribute
like this except ...
like this except ...
bring them together ...

deconstruct and reconstruct

decompose into basic ideas benefits etc

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

the crackers experience

<table>
<thead>
<tr>
<th>real cracker</th>
<th>virtual cracker</th>
</tr>
</thead>
<tbody>
<tr>
<td>shared</td>
<td>offered to another</td>
</tr>
<tr>
<td>co-experience</td>
<td>sent by email, message</td>
</tr>
<tr>
<td>design</td>
<td>pulled together</td>
</tr>
<tr>
<td>hiddenness</td>
<td>see content until</td>
</tr>
<tr>
<td>excitement</td>
<td>opened by recipient</td>
</tr>
<tr>
<td>suspense</td>
<td>simple page/graphics</td>
</tr>
<tr>
<td>surprise</td>
<td>first page - no contents</td>
</tr>
<tr>
<td>play</td>
<td>recruited expectation</td>
</tr>
<tr>
<td>dressing up</td>
<td>slow ... page change</td>
</tr>
<tr>
<td>play</td>
<td>WAV file (when it works)</td>
</tr>
<tr>
<td>plastic toy and joke</td>
<td>web toy and joke</td>
</tr>
<tr>
<td>paper hat</td>
<td>mask to cut out</td>
</tr>
</tbody>
</table>

DIVERGENCE

bad ideas
why bad ideas?
• less pre-conceptions
• 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