

research and innovation
 getting good ideas

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 STRUCTURE + DIVERGENCE = INNOVATION

STRUCTURE

understand your context

	single processor	multi-processor
non pre-emptive	somat or other	somat else
pre-emptive	thing-amibob	X

matching solution?
 yes — then use it
 no — synthesise

synthesise from similar

no match?

find solutions/contexts differing in one attribute

	single processor	multi-processor
non pre-emptive	somat or other	somat else
pre-emptive	thing-amibob	?

like this except ...
 like this except ...
 bring them together ...


deconstruct and reconstruct

original context
 existing idea
 deconstruct into basic ideas benefits etc
 new context
 new idea
 reconstruct in new context


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	{ 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
- 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