

Mobile

Creativity

Instructions: 60 minutes

1. The objective of this exercise is to allow participants to generate as many creative ideas as they can in groups of 4-6 for a mobile phone/PDA application based on the findings of a research study conducted by Pew Research Centre and published in the Economist. Summary findings from expensive market research reports are excellent stimulus for this exercise so that it can be tailored to a specific company/industry/offering.
2. The workshop is ideally suited for a venue that has no fixed tables or chairs and plenty of free surface area to attach Post It notes. Facilitators need to bring along square Post It notes in as many colors as there are categories of data. For the Mobile Creativity exercise, I randomly assign groups to generate ideas for a specific age group.
3. Allocate board space for each of the age groups, pump up the music and let the groups start generating ideas and posting them on the respective wall. If there is more than one group assigned to each category, have each group keep track of the number of ideas they generated and provide everyone some time at the end to browse the ideas of the group as a whole across age categories.
4. When the exercise comes to an end, collect all the Post It notes and generate a word file with the raw input provided. This file can then be used

to generate tag clouds that I have found to be a very useful and insightful way to visualize patterns. Tag clouds can easily be produced from online resources such as:

- a. www.tagcrowd.com
- b. www.cloudgenerator.com
- c. And a host of other on line sources using search terms “tag cloud generator”

I have found this to be highly stimulating exercise for groups to get into idea generating mode. In fact, many of the ideas generated from this exercise were developed into preliminary business plans.

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