GROUP IDEATION GAME







Ideation Game

GROUP ACTIVITY

1 Use these
as inspiration to
come up with a
real or imagined
problem

In your group, choose a combination of four words and images from the resource provided, then:

Design a product or service that provides a solution to that problem for a specific target market – use the resources provided to create something that represents your product or service

3 You will only have ten minutes!



After that you will have **five minutes** to plan how to market your product/service to the rest of the group. Think about how you might do that with impact.

Will you create a Jingle? Tagline? Giveaway? Role play? Demonstration? Tik-tok video?

Use the boxes below to help with your thinking.

PROBLEM

Using the four words and images you've chosen - name the issue you've identified.

SOLUTION

What impact could you have on the problem?

TARGET MARKET

Who are they?

Where are they?



What do they need?



How do they spend their time/money?

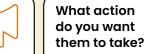


MARKETING

How will you reach them?

What is special about your product/service?

How will you appeal to them? (What is your brand?)











Ideation Game

Choose four things from the sets of WORDS and IMAGES below

Puppy **School** Rose Box **Sweet** Strong Heavy Gift Shop Healthy Neighbourhood Safe Mobile Wheels **Flexible** Sun Remote Baby Key Home Kitchen Community Office School Fabric Drink Light **Recycle** Replace Transport Music **Flower** Water Warm **Bounce** Time Tasty Grow Change Guide Help **Assist** Teach **Friend Dress** Clean Heart















































