



## Ideation Game

### GROUP ACTIVITY

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

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

**2** 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?)



What action do you want them to take?





## 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 Wheels Flexible Sun Mobile Remote Baby Key  
Home Kitchen Community Office School Fabric Drink Light Recycle  
Transport Music Tasty Flower Water Warm Bounce Replace Time  
Grow Change Heart Guide Help Assist Teach Friend Dress Clean

