

Developing Innovative Ideas.

HEURISTIC IDEATION TECHNIQUE

Heuristic Ideation Technique is an alternative variation process (like Attribute Listing, Morphological Analysis etc.) for developing initial development concepts (although it could be used in other areas). Basically, HIT means developing ideas by mixing stuff up and seeing what happens. In this ideation technique, participants use a matrix to generate new ideas and approaches to a solution. The technique gets its name from three heuristics - or rules of thumb - of idea generation:

- A new idea can be generated from remixing the attributes of an existing idea.
- A new idea is best understood by describing its two essential attributes.
- The more different or surprising the combination of the two attributes, the more compelling the idea.

The HIT procedure works like this:

STEP 1: Choose two items of interest that already exist. For example, if you make umbrella's and you thought they were quite like Hats, put these two elements as the legends on the main axes of a matrix (like the one shown opposite)

STEP 2: Make a list of each component. For example, the components of the umbrella might be the canopy, the handle, the stem, the spines etc. The hat components might include: the brim, a visor, the click together clasp at the back etc.

STEP 3: Construct a matrix. List the components of the one product along the rows and the components of the other in the first column. Each blank cell where each component links with another potentially corresponds to a combination of one element from each product.

STEP 4: Cross out for elimination any cells that correspond to existing products. (e.g. an umbrella hat)

STEP 5: Identify any cells that have market potential. For example, 'novelty hat shaped umbrella for children'. Try to identify any cells that look creatively thought provoking, but in need every more work.

STEP 6: Develop the highlighted cells into workable ideas.

The fundamentals of this technique are rooted in taking traits from two things/ideas/concepts and intersect them with each other to produce a matrix which you can iterate into an innovative idea. The hardest part of HIT is defining the two attributes (traits) that the matrix will be built on. Some ideas just won't work.

	Component 1	Component 2	Component 3	Component 4
Component A				
Component B				
Component C				
Component D				