

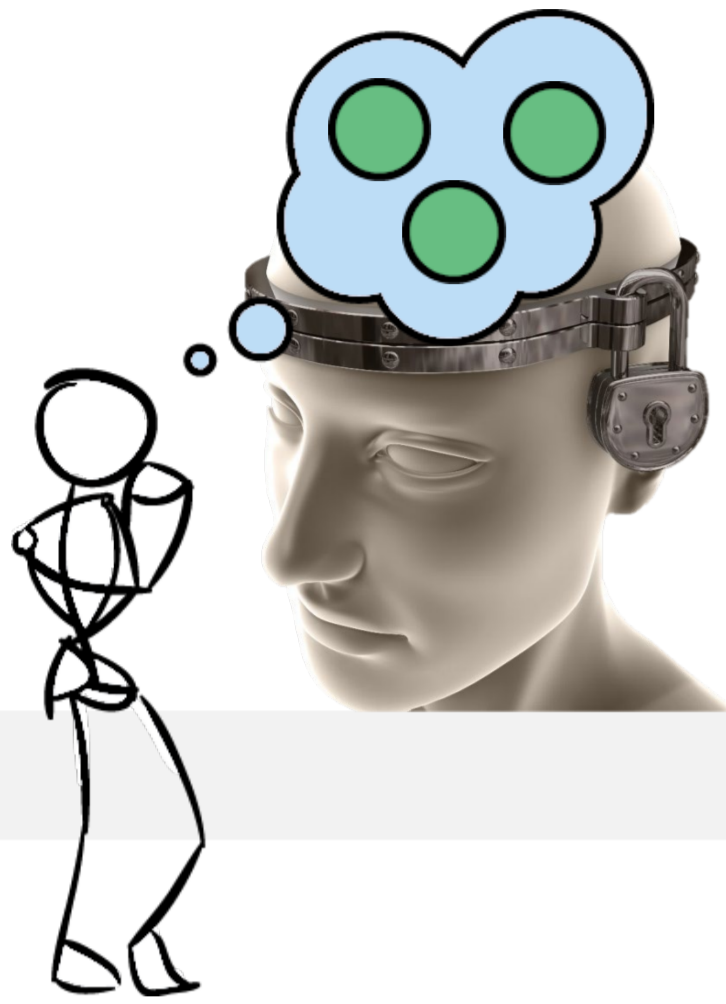
More Tools for Creative Ideas



Remember your initial idea(s) - at the top of your head - are very important.

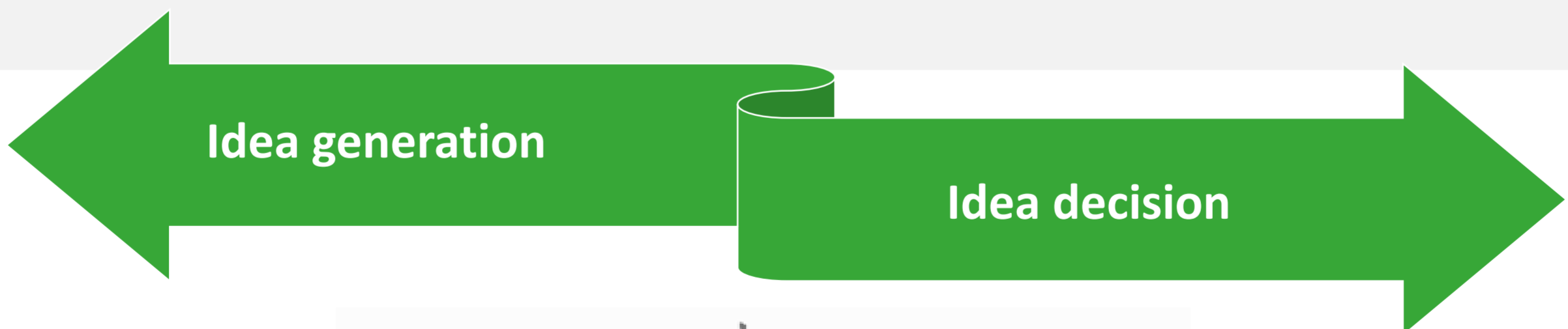
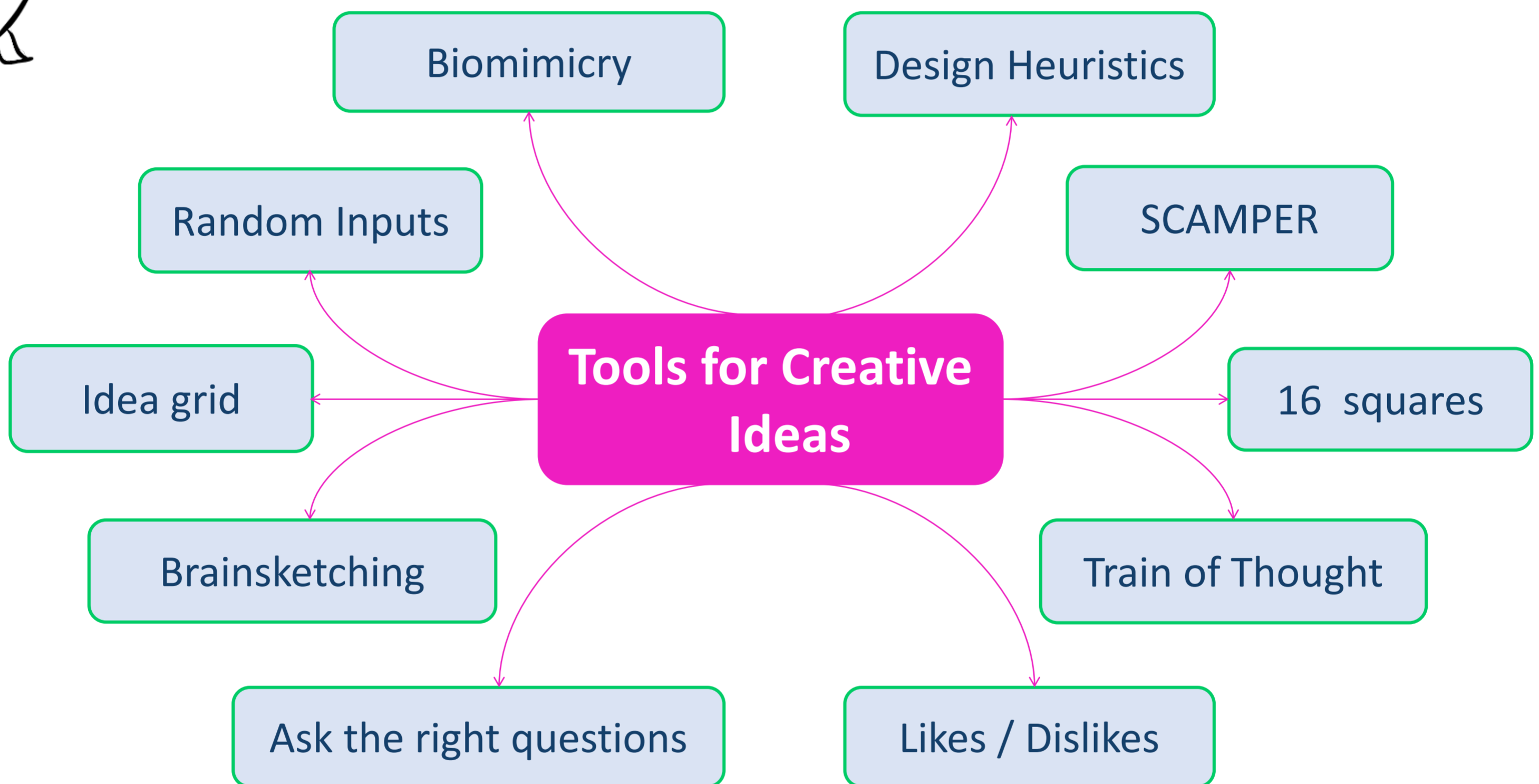


Capture them! Record them!

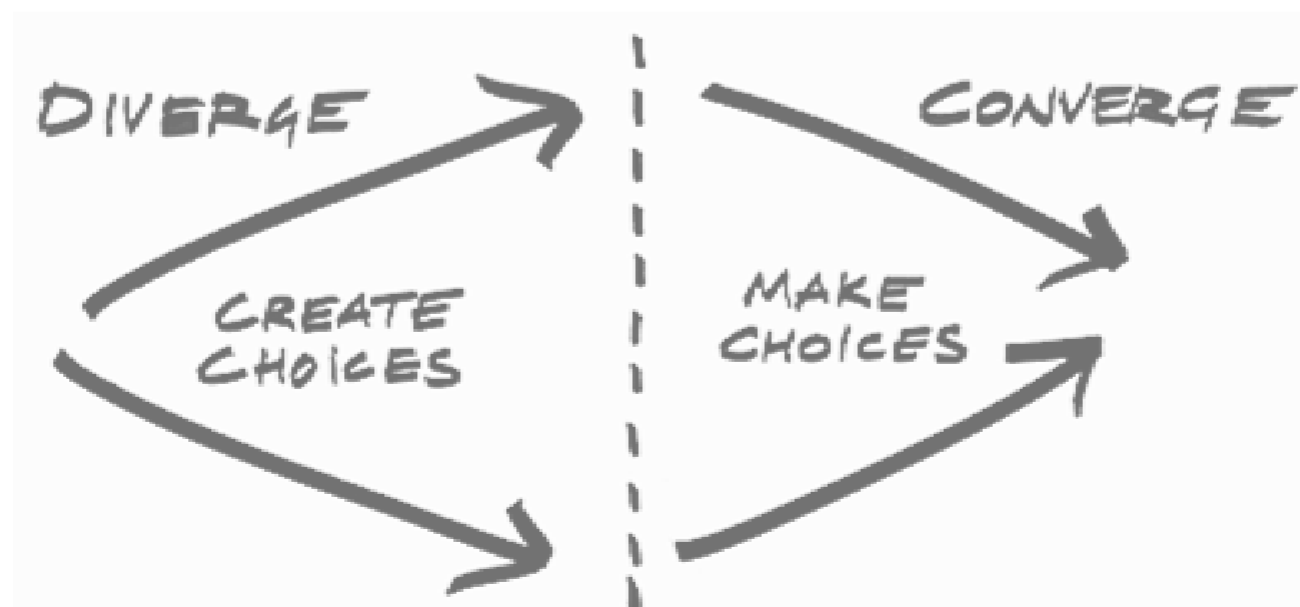


You may reach idea **exhaustion**; you cannot think of more ideas. Or you may experience **fixation**; unable to see past your first idea.

Use these tools to **push past** your initial idea and **diverge** to develop more creative ideas.



Use the Tools for Creative Ideas to develop more creative ideas.



Reflect on your problem you are solving. Evaluate if you are *Designing the Right Thing* and *Designing Things Right*.