



DOT-STICKING



CONVERGENT THINKING





USUAL CRITERIA... DOABILITY, ATTRACTIVENESS...

All ideas: good, bad,
obvious, crazy, ...



Criteria “feasibility” or
“attractiveness”

Leads to obvious
solutions. Incremental
innovation.



WHAT IF WE CONSIDER POTENTIAL?

All ideas: good, bad,
obvious, crazy, ...

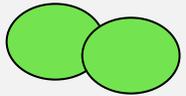


Selection criteria:
POTENTIAL

Disruptive innovation:
further development will
be needed to make them
feasible / viable

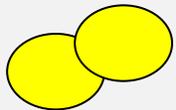


DOT-STICKING



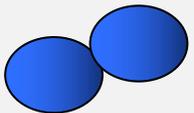
“easy to implement”

2 dots for the most feasible



“everybody will like it”

2 dots for the most appealing



“most groundbreaking but...”

2 dots for the one with highest potential...