

# GROUP IDEATION

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(Time: 20mins)

## Group 1:

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Example:

**Visitors to the Wetu website need to find out exactly what wetu does in the first 14 seconds of their visit or else they will leave not knowing.**

Criteria 1:

**List Ideas** - Show them the DI as they load the page

**Eliminate a constraint** - (Reading) Create an infographic (image) and make that the home page.

**Make an analogy** - Finding out what Wetu does should be as easy as googling something.

**Exaggerate** - When you land on the home page, a voice over should start playing in the background explaining as you view the page.

**Get in the garbage** - As soon as the page loads, we should give you a call and explain to you.

**TOPIC: Visitors to the Wetu website need to find out exactly what Wetu does in the first 14 seconds of their visit or else they will leave not knowing.**

Criteria 1:

**A) List Ideas**

- 1.
- 2.
- 3.
- 4.
- 5.

**B) Eliminate a constraint**

- 1.
- 2.
- 3.
- 4.
- 5.

**C) Make an analogy**

- 1.
- 2.
- 3.
- 4.
- 5.

**D) Exaggerate**

- 1.
- 2.
- 3.
- 4.
- 5.

**E) Get in the garbage**

- 1.
- 2.
- 3.
- 4.
- 5.

Criteria 2:

1. Most useful

-

2. Most desirable

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3. Easiest to use

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4. Most functional

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5. Most sustainable

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