

Name _____

EGE2123 BISOCIATION IDEATION TOOL

Please re-assemble into your teams to work on this ideation exercise.

Team Name:

1. Select one of the stimuli from the bag of **DIVERSE STIMULI**.

2. Write down everything you know about that stimuli.

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3. Can you make any connections to your opportunity/problem?

If the stimuli that you chose above does not generate any new ideas, select another from the bag and try the process again...

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2. Write down everything you know about that stimuli.

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3. Can you make any connections to your opportunity/problem?