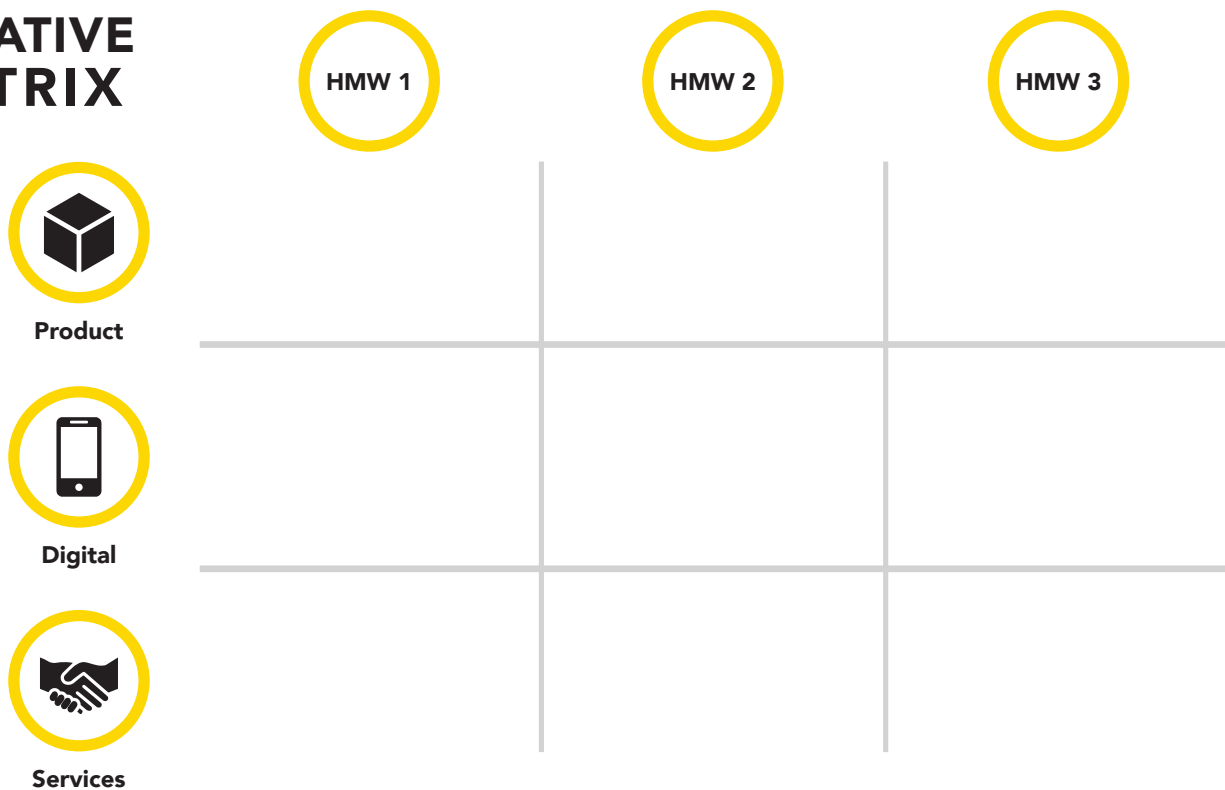


# Generate your ideas using a creative matrix shown so as to get a variety of ideas

## CREATIVE MATRIX



### Overview

• Creative Matrix is an ideation technique to allow a volume of ideas to be generated in a short amount of time by stimulating cross-pollination of ideas. It is a grid where each block represents the intersection of two categories.

### Getting Started

• Insert your HMW questions on the horizontal panel and on the vertical panel, categories for enabling questions such as product, digital or service. You can then use this to help generate a wide range of concepts in each block through sketching out the ideas or building quick mock-ups. Try to populate the matrix with as many ideas as possible.