



IDEATION IN LOCKDOWN: HOW TO DRIVE CREATIVITY WHILE WORKING REMOTELY

Idea #1: Need to look at the world differently, or we'll be stuck seeing (or not seeing) the same thing!

Example: The Mistake

Idea #2: Write down your ideas before meeting

Example: Apple -> Aelpp

Idea #3: Get out of the house!

Example: Pre-bias – Bunny -> Nesquik Cereal

Example: Blockers - <http://www.boredpanda.com/things-you-cant-unsee/>

Idea #4: Ask someone totally outside of your area. Zoom era is great for this!

Example: <https://youtu.be/aHSUp7msCIE>

Idea #5: Your screen is for collaboration, not video

Example: <https://miro.com/>

Example: <https://figma.com/>

Example: <https://www.mural.co/use-cases>

Idea #6: Creativity is Applied Curiosity

Example: <https://window-swap.com/>

Example: <https://www.airbnb.com/s/experiences>

Example: <https://www.sweetfarm.org/goat-2-meeting>

Idea #7: We are 3D people living through 2D medium

Example: 3D version of 2D painting

Idea #8: Ergonomics of remote economy is how effectively and efficiently you can deliver information

Example: The invisible Cloak by Shuya Gong

Idea #9: Make time for being with your teammates

Example: DJ with your team, each pick a song to play

Example: Play a game with your team - <https://www.drawasaurus.org/>

Idea #10: You will be most creative on what you are intrinsically motivated to work on. What would you do if you weren't paid?

Example: Two paths through a maze.