

IDEA X CHAIN

DIY KIT



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The Idea Chain is a deck of fun and engaging cards used to facilitate creative thinking. Are you in need of some creative juice in a workshop or professional setting? Or just looking to have a good time while having a few drinks with friends? Either way, the Idea Chain is a great and flexible tool for any group ideation setting.

The deck is built on insights gathered from research into creative processes and brainstorming dynamics, and facilitates the group ideation by guiding the players around a bigger ideation space, while forcing the players to listen to, and build upon, the ideas of other players.

We're on a mission to spread the fun of creativity to the world, and therefore we're giving the deck away for free. The game is currently in beta, or in a minimum viable product state, so we will greatly appreciate any feedback on the game dynamics or card content.

THE CHAIN CARDS



THE NEGATIVE CARDS



THE PROBLEM CARDS



THE ASSOCIATION CARDS

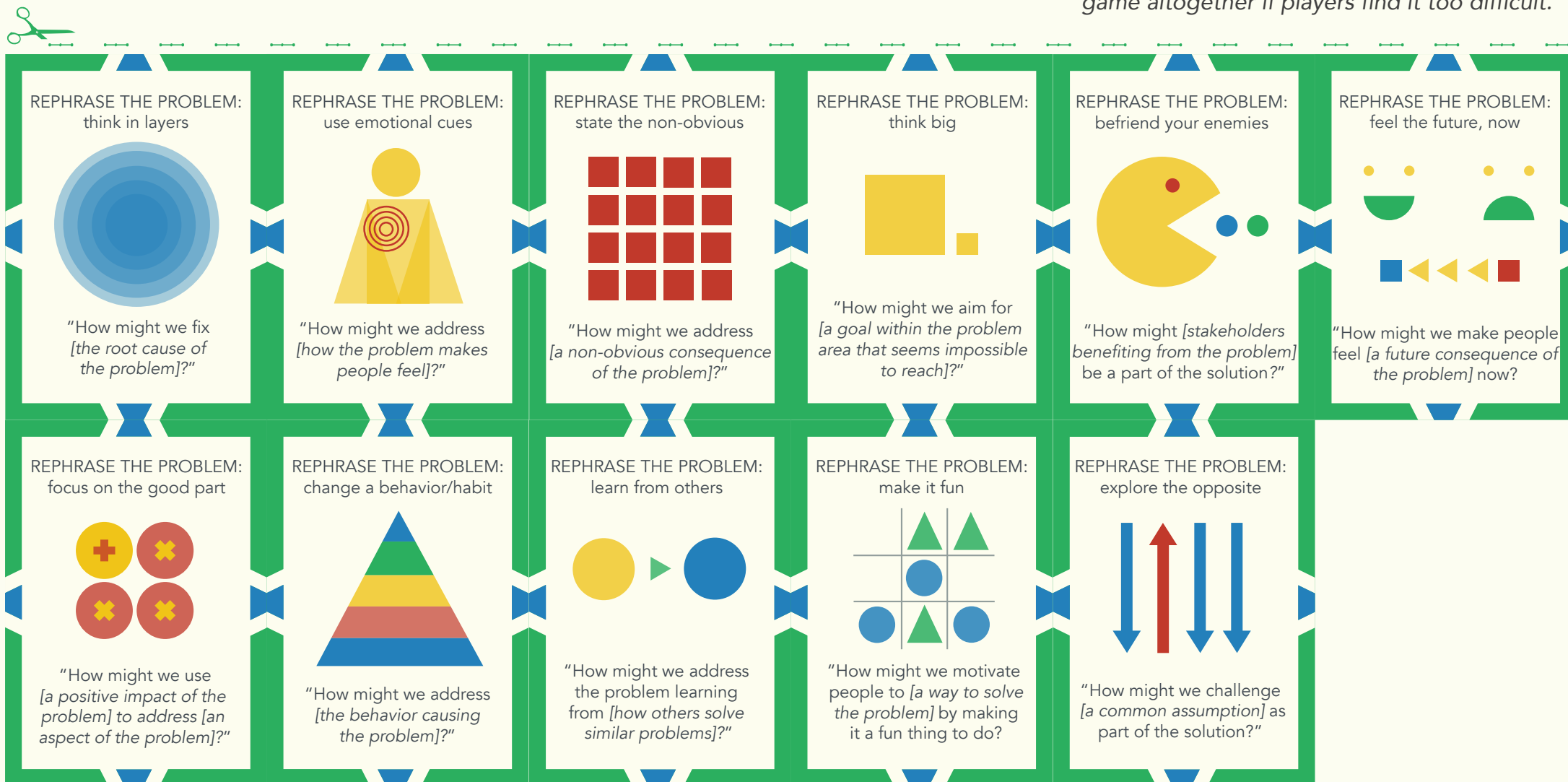


PROBLEM CARDS

When playing the problem card, the player has to rephrase the original problem / challenge.

Replace the content in [brackets] with a formulation that fits with the general problem area you are working on.

The problem card challenge may be answered by the group together, or removed from the game altogether if players find it too difficult.



ASSOCIATION CARDS

The association cards come with range of inspiration and stimuli for players to come up with unexpected, creative ideas.

Don't overthink it - there's no wrong answers! If your idea is not very clear, the person after you will make it better anyway.

Remember, when playing the red and blue cards, you ideate around the problem/challenge - NOT the previous idea - that's what the yellow cards are for.



WHO ELSE HAS SOLVED A SIMILAR PROBLEM?



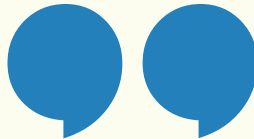
think of an idea inspired by how they solved the problem

WHAT IF SOMEONE MADE A VIDEO GAME ABOUT YOUR PROBLEM?



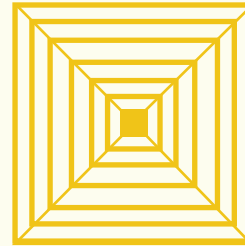
what will the game be about?

THINK OF A QUOTE YOU KNOW



come up with an idea inspired by the quote

THINK OF AN ERA IN THE PAST



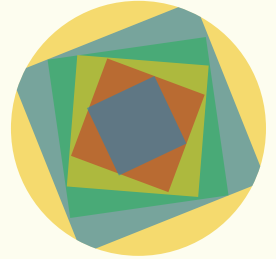
how would people back then solve the problem?

IT IS THE YEAR 2100



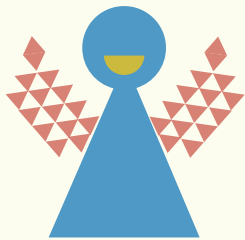
how will people in the future solve the problem?

THINK OF A RECENT DREAM YOU HAD



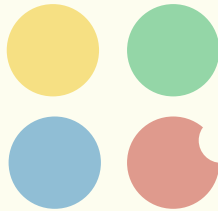
come up with an idea inspired by the dream

WHO ELSE HAS SOLVED A SIMILAR PROBLEM?



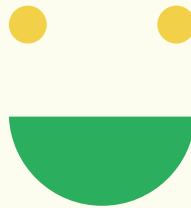
think of an idea that adds VALUE TO PEOPLE'S LIVES

THINK OF A BRAND YOU LIKE



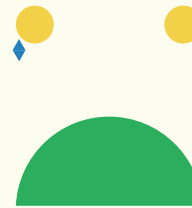
what would it do to solve the problem?

THINK OF A QUOTE YOU KNOW



think of an idea that will make PEOPLE LAUGH

THINK OF AN ERA IN THE PAST



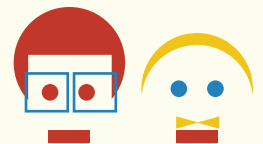
think of an idea that TOUCH PEOPLE right in the heart

WHAT WOULD JENS DO TO SOLVE THE PROBLEM?



Jens is a management consultant, an occasional triathlete, and a well-known womanizer. He loves three things in life: money, success, and conquest.

WHAT STARTUP WOULD JASON AND KIP ESTABLISH TO SOLVE THE PROBLEM?



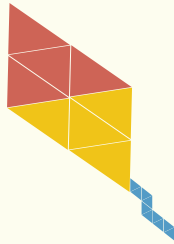
Jason is a game maniac and also a math graduate. Kip is an industrial engineer obsessed with the mystery of female minds.

WHAT IF HOLLYWOOD
MADE A MOVIE ABOUT
YOUR PROBLEM?



what will be the story?

YOU ARE A
7 YEAR OLD KID



what would you do to
solve the problem?

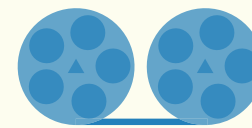


think of an idea
that involves
THE LOCAL COMMUNITY

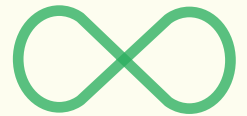
IMAGINE A REALITY SHOW
WHERE PEOPLE COMPETE
TO SOLVE THE PROBLEM



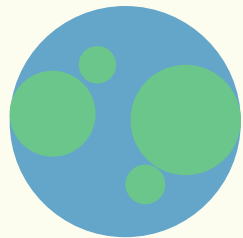
what will be the plot of
the show?



Can you come up with
an idea that does not
involve technology at all?



How would you approach
the problem differently,
if you had all the time in
the world?



think of an idea
that could
CHANGE THE WORLD



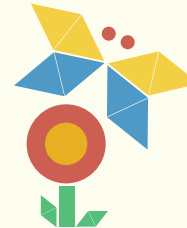
think of an idea
that can
BE CONTAGIOUS

YOU ARE
A SUPERHERO



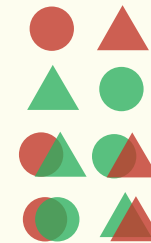
what super power would
you choose to solve
the problem?

INSPIRED BY
NATURE



think of an idea adapted
from a phenomenon
in nature

THINK OF A FAMILY
MEMBER YOU ADMIRE



what would he/she do to
solve the problem?

THINK OF A FAMOUS
PERSONALITY/CHARACTER



what would he/she do to
solve the problem?

WHAT WOULD LISA DO TO
SOLVE THE PROBLEM?



Lisa is the most popular girl in
her school. She's active in sports,
drama, and dance. On weekends
she would spend the day helping
the homeless. After that, she
usually party and get pissed drunk.

WHAT WOULD BEATRIX DO
TO SOLVE THE PROBLEM?



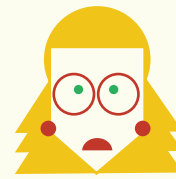
Beatrix is a world traveller. She
has travelled from Copenhagen
to Mongolia by land, has danced
with the indigenous tribe in
Papua, and has taken Tango
seriously in Argentina.

HOW WILL KIM
APPROACH THE PROBLEM?



Kim is a warm-hearted nurse,
and she tend to put the needs
of others over hers. She's known
to be a great listener, though when
in shower, even her neighbour
can hear her sing her lungs out!

WHAT WOULD SANJA DO
TO SOLVE THE PROBLEM?



Sanja's dream is to contribute to
the betterness of society. She's an
active member of the socialist
party, and often voice her
opinion on environmental,
immigration and equality issues.

HOW CAN HO-RAH HELP
US TO SOLVE THE PROBLEM?



Ho-Rah lives in a distant planet.
He's an earth specialist
whose main job is to observe
the challenges faced by humans.
Until now, he still ponder
on how humans fall in love.

WHAT STORY WILL RAY SHARE,
TO INSPIRE US TO SOLVE
THE PROBLEM?



Ray is a Vietnam war veteran.
He has sailed across the Atlantic,
remarried three times, and
became a ping pong champion.
He loves to tell his stories
to his grandchildren.

NEGATIVE IDEATION CARDS

When faced with the negative ideation card, the player has to come up with a bad (or silly) idea.

No ideas that are secretly good allowed. We want pure badness!

Negative ideation cards can only be followed by yellow chain cards, where players have to come up a new idea, incorporating the good aspect of the bad idea

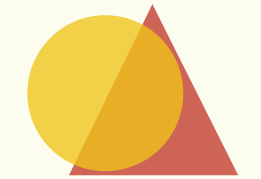


CHAIN CARDS

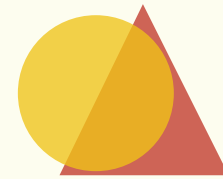
Build: When playing the 'build' card, the player has to come up with an idea that in some way builds on the previous idea.

Simplify: Make the previous idea simpler or easier to understand!

Combine: Combine the last idea with an idea made earlier in the game.



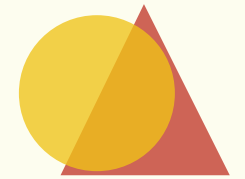
COMBINE



COMBINE



COMBINE



COMBINE

BUILD



BUILD



SIMPLIFY



SIMPLIFY



SIMPLIFY



SIMPLIFY

BUILD



BUILD



BUILD



BUILD

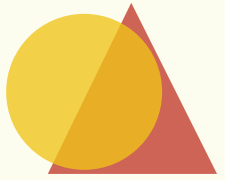


BUILD

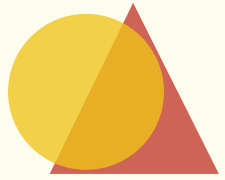


BUILD

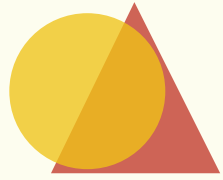




COMBINE



COMBINE



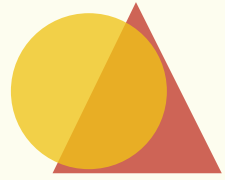
COMBINE



COMBINE



COMBINE



COMBINE



SIMPLIFY



SIMPLIFY



SIMPLIFY



SIMPLIFY



SIMPLIFY



SIMPLIFY

BUILD



BUILD



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BUILD



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BUILD



BUILD



BUILD



WILD CARDS

allow players to get an immediate turn, if they come up with a great idea for a challenge that is not theirs

FIXATION CARDS

is given by other players to a player who is fixated on a certain idea. The player who is given a fixation card lose his/her turn for the round.





IDEA X CHAIN

game instructions

For a half hour game (30 cards X 1 minute),
we suggest the following cards:

 8 blue Association Cards 

 2 green Problem Cards 

 16 Yellow Chain Cards:
(8 build, 4 combine, and 4 simplify) 

 4 red Negative Ideation Cards 

Feel free to mix your own set of cards.
None of the card types are compulsory.

Divide the cards among the players,
it doesn't matter if the players don't have the
same number of each card type.



You also need a timer for keeping track of time.



And pen and paper (post-its) to write down and keep track of your ideas!

1

PLAYER 1 begins the game chain by placing one of his/her cards. Player 1 doesn't answer the challenge herself - that's the job of the next player.

2

PLAYER 2 has up to ONE minute to answer the challenge. Someone else should write down the idea for him/her. Player 2 then continues the chain by choosing and placing one of his/her card, to be answered by player 3.

3

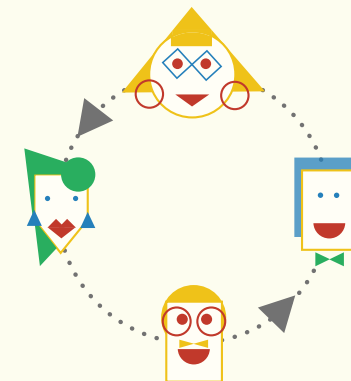
PLAYER 3 answers Player 2's challenge, before placing his/her next card to challenge player 4.

4

PLAYER 4 answers Player 3's challenge.. (are you starting to see the pattern here?). Players may go back and build on the chain from where-ever they want, and that's why you should write down your ideas - to remember them!

5

This continues until all cards are on the table, you've built a chain in several directions, and you have a nice little pool of ideas you created together. Well done!



6 MINUTES OF IDEATION

GAME FLOW EXAMPLE

CHALLENGE:
Schools do not embrace
creativity

students feel afraid to make
mistakes, while creative
exploration entails
making mistakes along the way.

HOW MIGHT WE EMBRACE
FAILURE IN SCHOOL?



formulate a problem:
HOW MIGHT WE...



based on
HOW THE CHALLENGE
MAKES PEOPLE FEEL

create an online platform
where students can upload
their craziest exam answers.



reddit for crazy
exam answers



exam where the entire
answers have to be drawn.



"smart may have the brains,
but stupid have the balls"
idea: create creativity class that
encourages kids to be
stupid/wacky



THINK OF A
QUOTE YOU KNOW



come up with an idea
inspired by the quote

BUILD



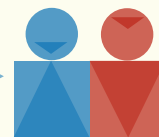
SIMPLIFY



new idea (does not have to be built
on the previous ideas):
daily tests where students are required
to memorize 1000-pages of
poetry everyday



IMAGINE HAVING
AN EVIL TWIN



what would he/she do
to make the problem
even worse?

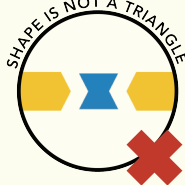
BUILD



COMBINE



create a triangle



the good part of the bad idea:
forced approach often teach discipline

transform the bad idea into good idea:
students have to submit sketches everyday.
At the end of term, they can see how
they progressed.



HOW WILL KIM
APPROACH THE PROBLEM?



Kim is a warm-hearted nurse,
and she tend to put the needs
of others over hers. She's known
to be a great listener, though when
in shower, even her neighbour
can hear her sing her lungs out!

kim will be a teacher
who listen to the failures
of her students, and try to
give advice on how to turn
those failures into success.



THE BRAINWALKING

3. After 4 minutes (one round), each player change seat with the person on their right.

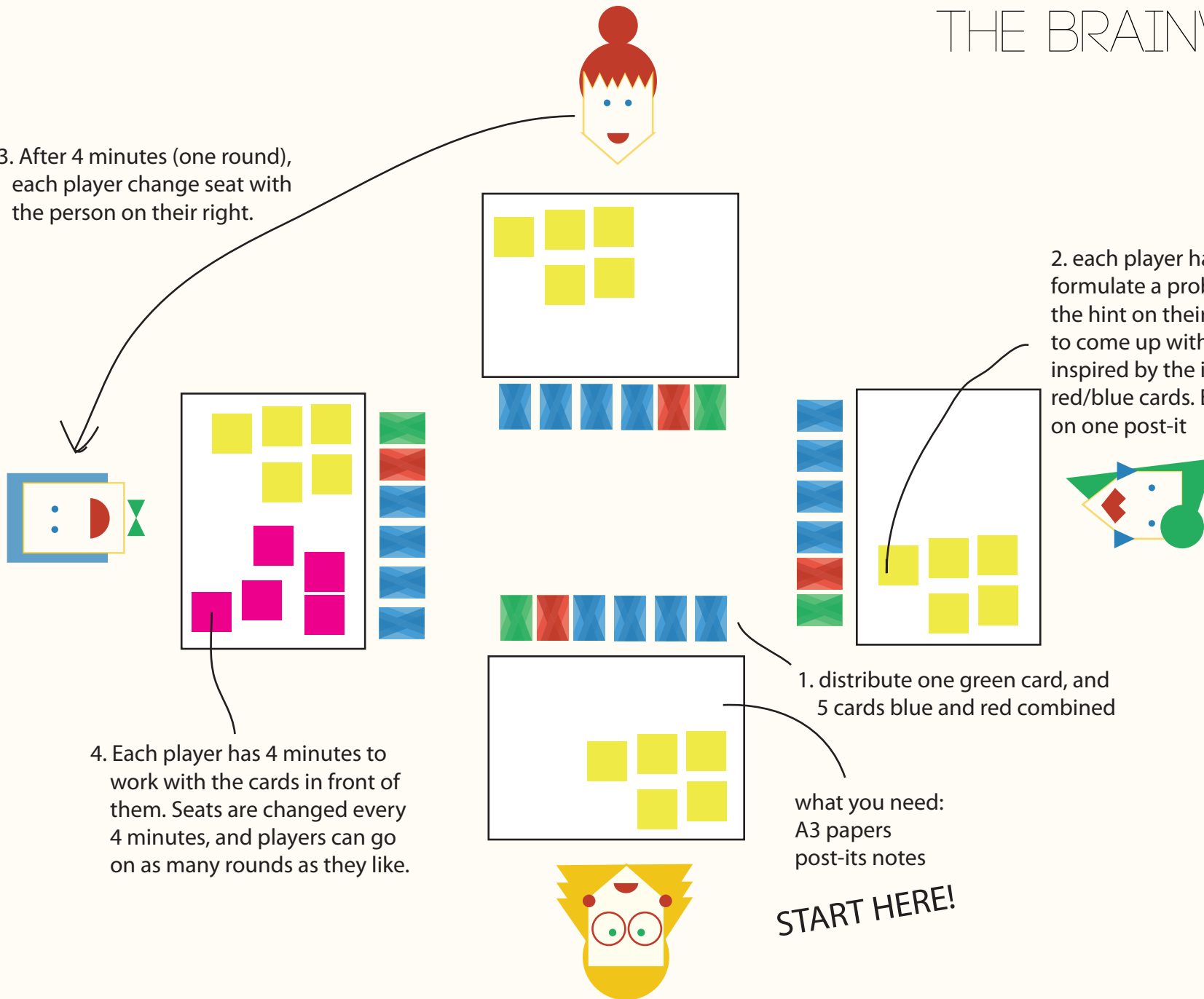
2. each player has 4 minutes to formulate a problem based on the hint on their green cards, and to come up with 5 ideas, each inspired by the instruction in red/blue cards. Each idea is noted on one post-it

1. distribute one green card, and 5 cards blue and red combined

4. Each player has 4 minutes to work with the cards in front of them. Seats are changed every 4 minutes, and players can go on as many rounds as they like.

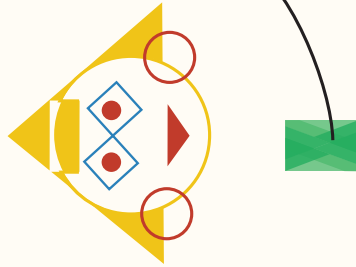
what you need:
A3 papers
post-its notes

START HERE!



THE BATTLE OF IDEAS

1. the first player take one green card, and come up with a problem formulation. the green card holder act as the judge



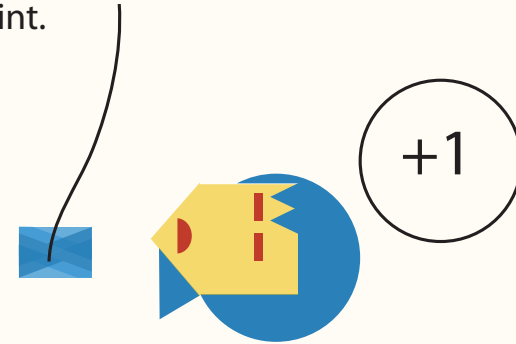
what you need:
paper
pen

START HERE!

4. the game cycle continues for as long as the players want. the person who earns most point wins the game.



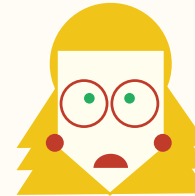
2. the rest of the players take one blue/red card, and come up with an idea. the person coming up with the problem judge the best idea. the person with the best idea get 1 point.




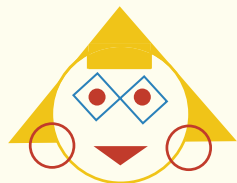




+1

3. the game continues with the next person becoming the judge. He/she has to take a new green card and come up with new problem formulation. The rest of the players come up with an idea.

GUESS WHO?



1. Each player take one CHARACTER card. Over the course of the game, players have to get in the shoe of the character in the character card.

<p>IF KIMO DOES NOT WANT THE PROBLEM TO BE SOLVED, WHAT WOULD HE DO?</p>  <p>Kimo lives a grand life being the druglord of his city. From meth to krokodil, weed to MDMA, he owns them all! His motto in life: "when someone get in your way, get rid of them."</p>	<p>WHERE WILL BEATRIX GO TO SOLVE THE PROBLEM?</p>  <p>Beatrix is a world traveller. She has gone from Copenhagen to Mongolia by land, has danced with the indigeneous tribe in Papua, and has taken Tango seriously in Argentina.</p>	<p>HOW CAN HO-RAH HELP US TO SOLVE THE PROBLEM?</p>  <p>Ho-Rah lives in a distant planet. He's an earth specialist whose main job is to observe the challenges faced by humans. Until now, he still wonders how human falls in love.</p>	<p>WHAT KIND OF START-UP JASON & KIP WOULD ESTABLISH, TO SOLVE THE PROBLEM?</p>   <p>Jason and Kip are thinking on building a start-up. Jason is a game maniac and also math graduate. Kip is an industrial engineer who are obsessed with the mystery of female minds.</p>	<p>WHAT WOULD JENS DO TO SOLVE THE PROBLEM?</p>  <p>Jens is a management consultant, an occasional triathlete, and a well-known womanizer. He loves three things in life: money, success, and conquest</p>
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2. Players take turn taking a blue/red card. He/she has to read loudly the exercise, and everyone has to come up with an idea based on the exercise. When coming up with idea, players have to "become" the character in the character card, and think on how they would approach the exercise
3. At the end of the game, each player have to guess which characters other players are playing, based on the nature of the idea they come up with.
4. Each right answer gives 1 point to both player, and the player that has the highest points win the game