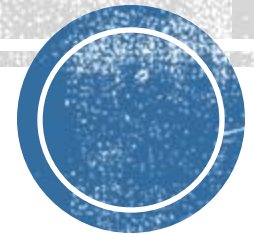


# Ideation Techniques



# Disney Emoji Blitz – *POV* *Statements*

- Users who want a Disney themed matching game need to be able to play the game efficiently because too many ads can be distracting.

## **Provocation/Brainstorm**

- Users who don't want to pay out of pocket need to still be able to progress through the game in a timely manner because they will not feel accomplished. **Crowdstorm/Challenge Assumptions**



# Disney Solitaire – *POV Statements*

- Users who want to play along with their favorite characters need a more time efficient way to do that because other games allow for the same gameplay with little to no limitations. **Prototype/The Anti-Problem**
- Users who just want to play the game need to have less pressures to pay real money to progress through the game because it takes away from the experience for those who don't want to pay to play. **Movement/Mindmap**



# Disney Magic Kingdoms – *POV Statements*

- Users who found the game fun and exciting in the beginning need to have more consistency throughout the game because otherwise playing the game becomes too strenuous too fast. **Storyboard/Creative Pause**
- Users who want more rewards for their efforts need more incentives to do the tasks because otherwise there is no point for them to try to be completed. **Cheatstorm/Co-Creation Workshops**

