### NOW_HOW_WOW method

- **Put the storyline on a flip over**
- **Divergeren:** In groups of four: wordvomit on the flip over and come up with as many ideas for the concept as possible (20 minutes). When there are no ideas anymore: Superhero technique. Try to come up with 80 ideas.
- **Give every idea a coloured sticker (in silence):** yellow, blue and red. Use 5-8 stickers for every colour based on:

#### Yellow ideas HOW
- Ideas for the future
- Dreams, challenges
- Red ideas for tomorrow

#### Blue ideas NOW
- Useful ideas
- Easy to implement
- Low risk

#### Red ideas WOW
- Innovative ideas
- Fun ideas
- Can be implemented, but not as easy as the blue ideas

<table>
<thead>
<tr>
<th>Difficult to realise</th>
<th>Easy to realise</th>
<th>Common Ideas</th>
<th>Original ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow ideas HOW</td>
<td>Blue ideas NOW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red ideas WOW</td>
<td></td>
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</tbody>
</table>

- Count the stickers and select the 5 NOW, the 5 HOW and 5 WOW ideas with the most votes
- **Convergeren:** Place the 15 ideas in an empty matrix as the one above.
- Try to combine the 15 ideas and make a top 5