

How to use "Idea Pop-up Cards"

---Instruction Sheet---

There are 3 following ways (A,B,C) to play with the 40 cards.

A Using the cards as a tool for creating ideas by yourself

When facing a technical problem to solve by yourself, utilize these cards for deliberating multiple creative ideas.

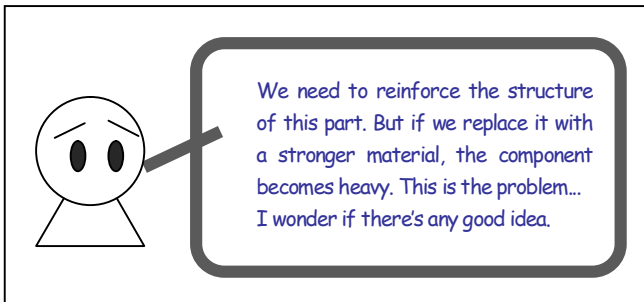


Diagram 1: One example of technical problems

Go through the 40 cards one by one and try to find solutions inspired by the messages and figures on the cards. Spend about 10 seconds per card, approximately 7 minutes in total. If you hit on an idea from a certain card (a trigger card for ideas), pause, and further expand the idea.

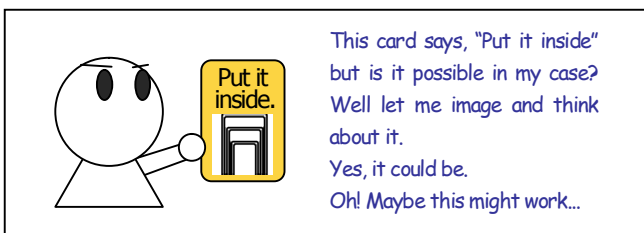


Diagram 2: Go through the cards

If you may not be able to find any cards with a clue, try again and pick 4 closest cards that could be linked to solution. By leading your mind to figure out the solution, you will be able to come up with new ideas.

B Using the cards as a tool for creating ideas in a group

Utilize these cards for deliberating multiple creative ideas when you need to solve the problem as a group. Number of 2 to 8 members could join.

Firstly, set up the topic for brainstorming. Then, pass out all 40 cards to the members.

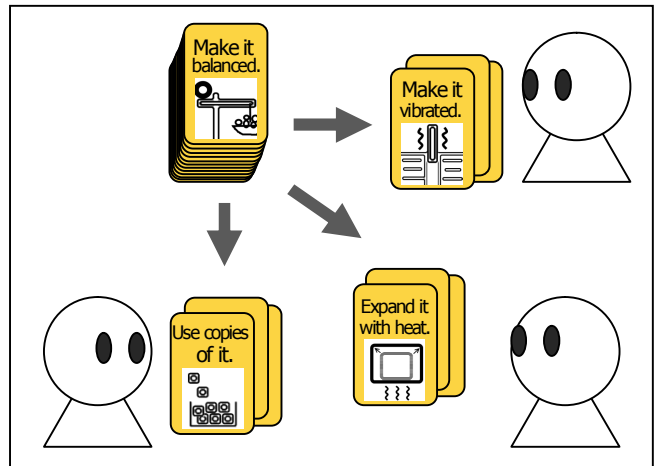


Diagram 3: Pass out all the cards

Every member thinks of ideas inspired from their cards in hand. 3 minutes of time is given. Use a pen and paper to write them down.

Then each member presents his/her ideas (up to 3 ideas) within 1 minute by turns, showing the card to others. It would be helpful to write out the ideas on a whiteboard.

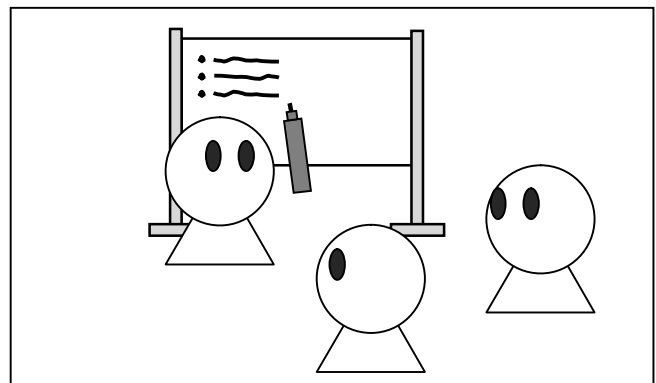


Diagram 4: Presentation on ideas using a whiteboard

Other members should make a note on new ideas if inspired by the presenter, and introduce the derivative ideas whenever at a convenient point during his/her presentation. To vitalize the meeting, such new ideas should be shared at an early timing, not necessarily following the turn.

Let all members make their presentation, and restart the session when there is some time left. Make sure to shuffle and pass out different cards to the members.

C

Using the cards as a game for idea producing in a group

Utilize these cards as a game for brainstorming in a group. Number of 2 to 8 members could participate in this game.

Firstly, set up the subject. A little challenging topic is suitable.

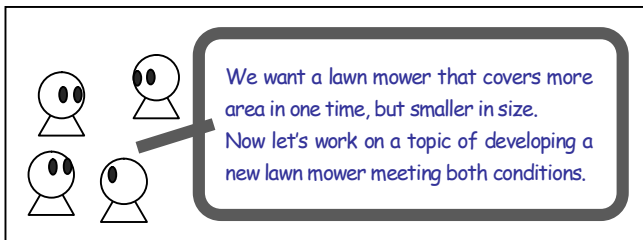


Diagram 5: Example of topics for idea producing

Pass out 5 Cards to each member. Place the rest of the cards with message side down on the table.

Toss a coin for turns, and play clockwise. When it is your turn, pick up one of your cards, read it aloud, and try to think of a solution idea inspired by the card. If you can present an idea, the card is discarded.

If you cannot come up with an idea at your turn, you lose and you are out of the game. The last member remaining is the winner.

If there is more than one member remaining with no more cards left in their hands, pick another 5 cards from the pile with those members. After all the cards are given out, the game ends in a draw.

You do not need to stick to the practicability of the idea. Freely enjoy creative conversations through playing the game.

Ideas even similar to already-presented ones are accepted. Consider small variations as new ideas.

There is no time limit, though, when the group members are used to brainstorming you may set a rule of allotting "30 seconds per member", which will add more game elements.

-- Message from the Creator --

This **Idea Pop-up Cards** was formulated by two groups in Japan (IDEAPLANT and Miyagi TRIZ Study Group) as a card tool for deliberating technological ideas, desired to introduce widely the TRIZ theory which has been proposed for innovative technology development.

TRIZ is a "Theory of inventive problem solving" (in Russian writing: *Teoriya Resheniya Izobretatelskikh Zadatch*), developed by Genrich Altshuller.

The main element of TRIZ is the 40 tips for technological breakthrough, so-called the "40 principles".

We have made free translation of the 40 tips for technological breakthrough and formulated a card tool with 40 different simple messages and figures on each cards. These cards lead young engineers create ideas for problem solution easily on the job site. The cards could also be utilized as a card game for idea planning.

The numbers on each card (1-40) match the numbers of the "40 principles". If you hope to learn more about the background of the messages on the cards, look for books on TRIZ that should be available in your native language, and refer to the numbers stated in the "40 principles". You could be further inspired by the concept and content related to innovation.

I sincerely wish that many of you could enjoy creating ideas easily using the TRIZ essence, and hopefully some of you would furthermore study on TRIZ and find out a significant clue for innovation.

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