

Creative Matrix

Use this method to come up with new ideas by mixing existing ones in every possible combination.

Step 1: Write in the cells A) to J) up to 10 keywords or interesting concepts

Try to avoid similar meanings between these

Step 2: Copy the 10 keywords to the left column

Start from bottom to top, use the cell characters as reference

	A)	B)	C)	D)	E)	F)	G)	H)	I)	J)
J)	JxA	JxB	JxC	JxD	JxE	JxF	JxG	JxH	JxI	
I)	IxA	IxB	IxC	IxD	IxE	IxF	IxG	IxH		
H)	HxA	HxB	HxC	HxD	HxE	HxF	HxG			
G)	GxA	GxB	GxC	GxD	GxE	GxF				
F)	FxA	FxB	FxC	FxD	FxE					
E)	ExA	ExB	ExC	ExD						
D)	DxA	DxB	DxC							
C)	CxA	CxB								
B)	BxA									
A)										

Step 3: Cross column us row keywords to create new concepts in the upper triangle cells.
 E.G: for "A)Animal" and "F)Magic" you could write: "FxA)Dragon"

Step 4: Pick the best, scrap the rest
 Pick the best crossed ideas/concepts.
 Think about why do you like them.

		#1
	#2	#3
#4	#5	#6