

## CREATIVE MATRIX

Why use it? A Creative Matrix is structured brainstorming tool that combines categories in a grid to generate innovative ideas.

Both columns and rows define categories that frame the brainstorming.

Each cell is where you combine a row and a column to spark an idea.

**Rows:** Represent another set of categories, such as user needs, pain points, or scenarios. ♠

**Columns:** Represent one set of categories, such as technologies, resources, or methods. **Problem/How Might We Statement** 

