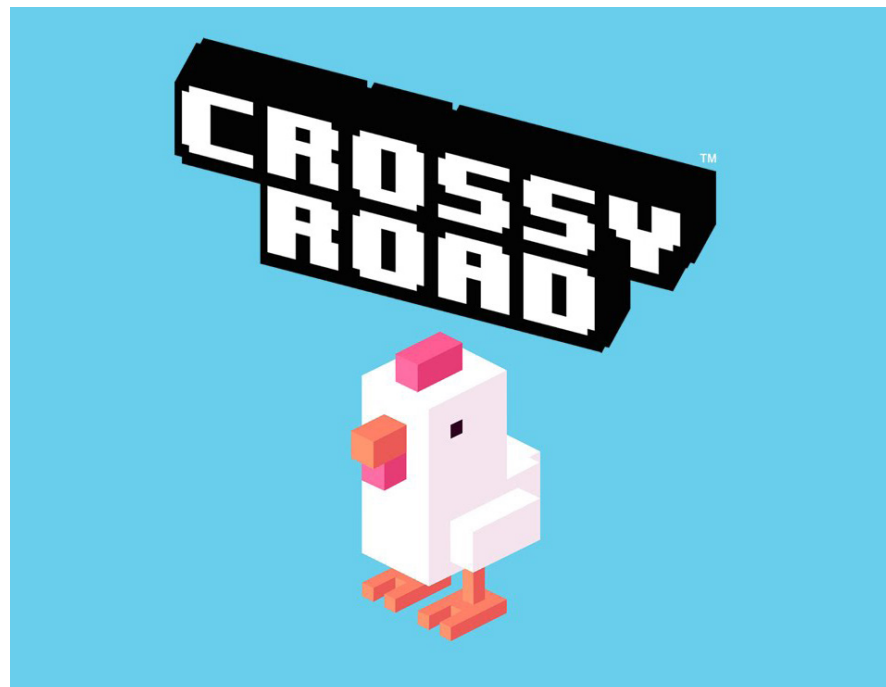


Mash-Up Ideation



What is Mash-Up Ideation?

The purpose of ideating is to come up with as many ideas as possible, this way designers can have many ideas to consider. Thankfully there are many methods in ideation, here I will focus on one, the Mash-Up. This technique was developed by Ideo U and here's how it works:

- 1. Frame:** Create a “How Might We” statement which is statement reframes the problem into a question that is actionable and helps spark ideas
- 2. Narrow:** Pick two categories, One that is related to the problem and the second to something completely different.
- 3. Generate:** Set a timer for 2 minutes and list all about 15 elements for the first category. Repeat this process for the second category.
- 4. Mash-Up:** Combine elements from each category to create new solutions.

“How Might We” Statement

How might we generate ad revenue for the Crossy Road app without so many pop-ups disrupting players?

Unrelated Categories

Crossy Road

- Collectible characters
- Addictive
- Too long ads
- Gumball Machine
- Jumping across the road
- Trucks and cars
- Nostalgic arcade sounds
- Earning coins
- Candid photos
- Ads interrupting game
- “x” hidden in ad
- Opening presents
- Pixelated design
- Annoying banners
- Flying hawk

Family Vacation

- Planning itinerary
- Packing suitcase
- Airplane ride
- New culture
- Different foods
- Buying tickets
- Candid photos
- New language
- Relaxing Time
- Palm trees and sand
- Beautiful views
- Exotic hotel rooms
- Shopping for souvenirs
- Exploring
- Trying new things

Mash-Ups with Definitions

Collectible Character + New Culture

Players get a new character from a different game. They still play their favorite Crossy Road game, but now they’re exposed to a new game.

Gumball Machine + Beautiful Views

When the player has the opportunity to pull the gumball machine lever for a prize, they have the chance to win new scenic roads to cross. For example, they can cross the road with Disney characters or collect crowns instead of coins.

Earning Coins + Exploring

Instead of earning coins for more prizes, players earn unique time coins for more playtime.

Annoying Banners + Airplane Ride

Instead of banners staying on screen the entire duration of a game, create airplanes the fly across and wave a flag with an advertisement, but then it disappears after a few seconds.

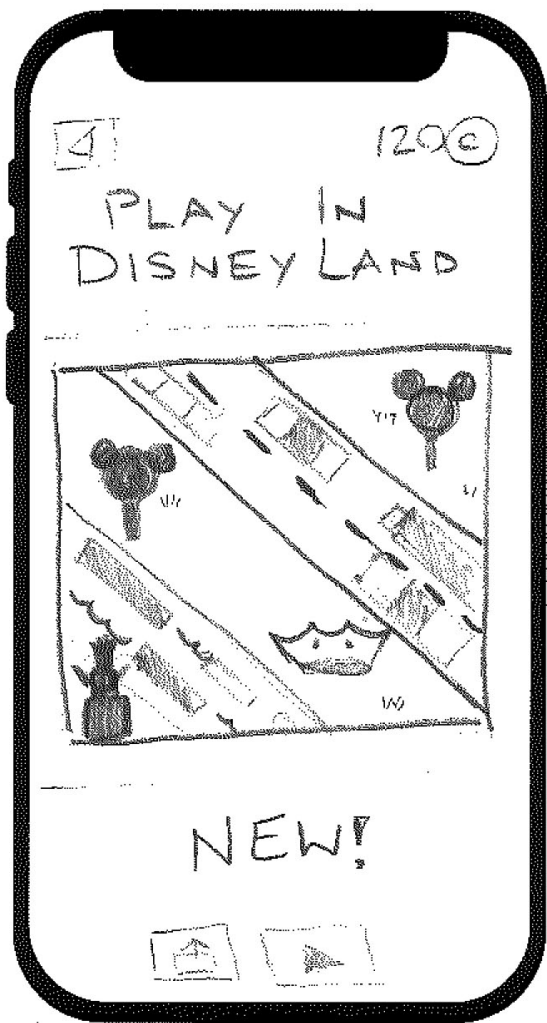
Flying Hawk + Relaxing Time

A hawk comes along and eats you when you don’t make a move. At the same time, the Hawk can lead in an ad. Perhaps the player’s finger was tired, and an ad break would encourage them to rest.

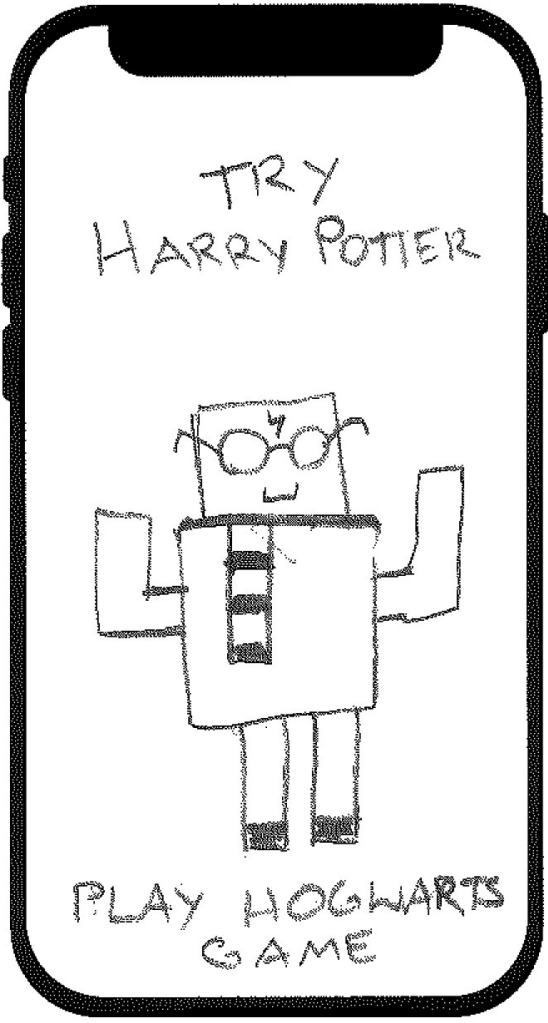
Capture Sheet: Mash Up

How might we generate ad revenue for the Crossy Road app without so many pop-ups disrupting players?

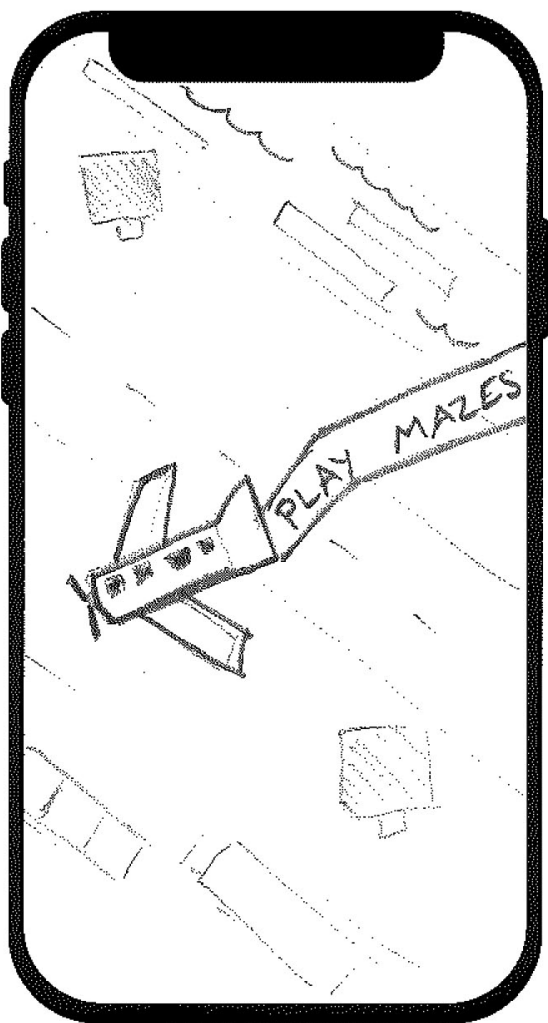
Number of People Involved: 2 • Number of Ideas Generated: 5 • Wildest Idea: Characters from other games playing Crossy Road



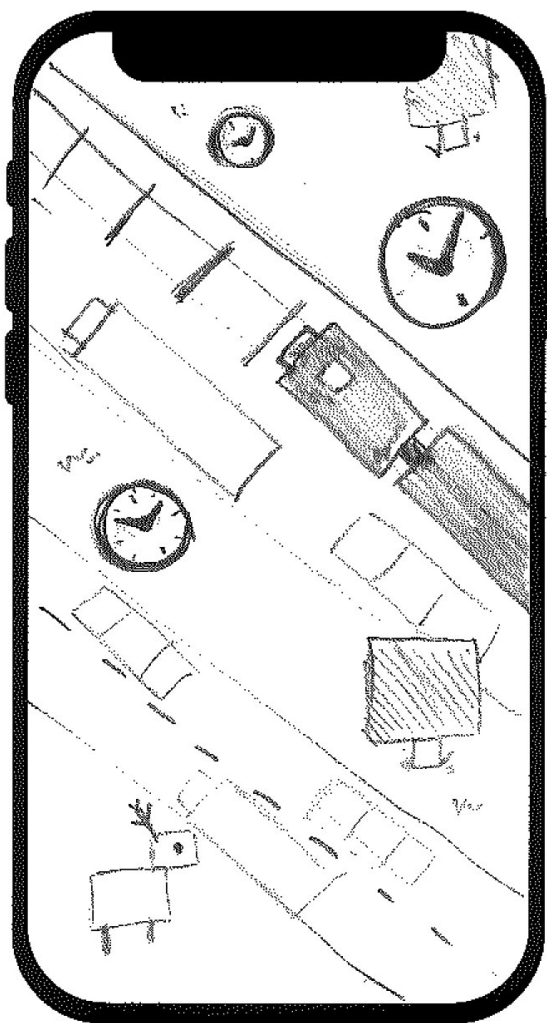
Sponsored Crossy Road Destinations



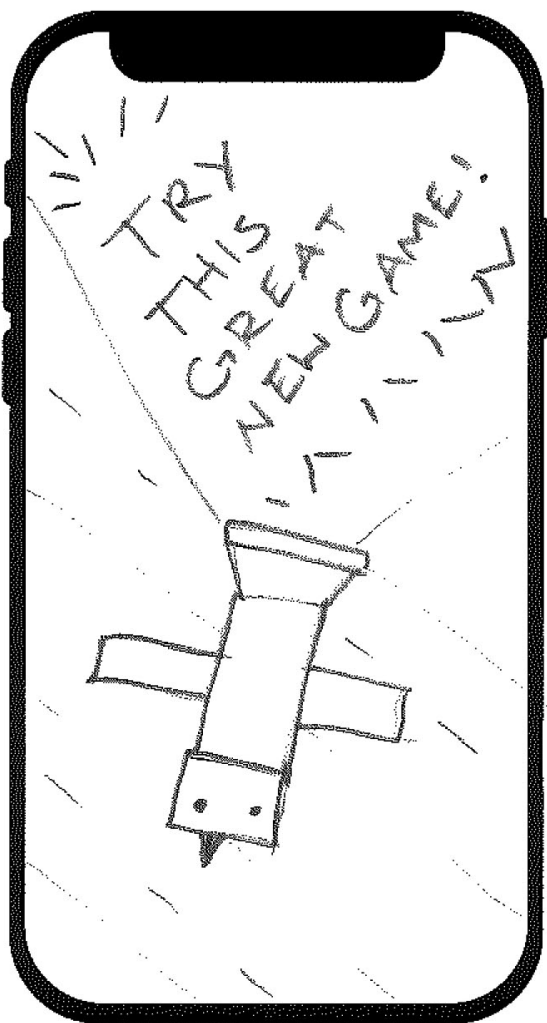
New Character, same fun game



Airplane Banner Ads



Collect "Play Time" Coins



Hawk Brings an Ad Break