

**Sample Ideation Process(es)**  
**By Seif Sekalala (Ph.D., CAPM)**

***Past and Present Reality-I***

<b>Early Ideation Including Its Form and Function</b>	<b>Critical Review I:  <u>Necessity</u></b>	<b>Relevant Knowledge Doman</b>	<b>Available Research</b>	<b>Research &amp; Development</b>	<b>Prototype / Testing / Critical Review II:  <u>Functionality</u></b>	<b>Publishing / Marketing, etc.</b>
<b><u>i)–Example 1:</u></b> A new polygon- style wheel, instead of the current circular shape! ☺	>> Really, dude?!  >> Why is that needed? What’s wrong with the current shape? ☹	<b><i>Details Under “A” Below</i></b>  Arts and Sciences, or Unknown, or General, etc.	<b><i>Details Under “B” Below</i></b>  E.g. via Google- Scholar- or patent office search(es).	<p align="center"><b>X</b></p> Not Viable / Necessary	<p align="center"><b>X</b></p> Not Viable / Necessary.	<p align="center"><b>X</b></p> Not Viable / Necessary
<b><u>ii)–Example 2:</u></b> Creative abstract mental visualization, and drawing it.  >> E.g. the “ <i>Lines, Chaos, and Color</i> ” piece	>> As abstract art, it’s ok, I guess.			>> Medium: Pencil, water color, and marker on paper.	<p align="center"><b>X</b></p> Unnecessary	Via hanging in house or office, or gallery, or art museum.
<b><u>iii)–Example 3:</u></b> A new iOS app for rescuing cats.	>> Is it really necessary? Don’t we have other apps already for that purpose?			>> Figma designs.	>> Beta testing.	>> Rollout— e.g. for commercial market, or Open Source.
<b><u>iv)–Example 4:</u></b> A series of articles about Drake	>> Why? Because I believe that his musical and pop-cultural influence isn’t hasn’t been studied enough!			>> Lit-review. >> Listen to his music, watch/follow media about him.	>> Draft the articles.	>> Post them online.

***Present Reality-II and Future***