

# CREATIVE MATRIX TEMPLATE

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## Free Creative Matrix Template

### Description

It is essential to utilise creativity to tackle practical problems in the contemporary world today. Creative problem-solving brings novel perspectives to enduring challenges, facilitating innovative and flexible solutions across various fields.

Adopting divergent thinking, which promotes the exploration of diverse viewpoints and unconventional ideas, further enhances the creative process. This combination improves problem-solving abilities and empowers individuals to navigate the intricate demands of the modern era with adaptability and ingenuity.

The Creative Matrix enables the swift generation of many ideas by fostering the cross-pollination of creative thoughts, proving to be an invaluable asset for the ideation process.

To initiate the process, input your “How Might We” (HMW) questions along the horizontal axis and designate categories for enabling questions, like product, digital, or service, on the vertical axis. This framework serves as a structured guide for creativity. Subsequently, each block within the matrix becomes a canvas for diverse concepts. You can populate the matrix with a broad spectrum of innovative solutions by sketching ideas or constructing quick mock-ups. The goal is to encourage a prolific generation of ideas within this organised framework, making the Creative Matrix a powerful

tool for creativity and concept development.

Use this free Creative Matrix template to uncover your ideas.



## How to Use?

Step 1: To prepare, download and print our template.

Step 2: Write down your 3 â??How Might Weâ?? statements.

Step 3: Generate as many ideas as possible by stimulating cross-pollination using vertical and horizontal panels..