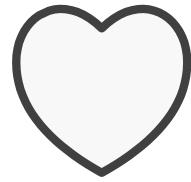**Physical prototype** | **Digital prototype** | **Experience prototype**

Bingo Selection

Why

At some point in your ideation sessions, you'll have reached a critical mass of ideas, and it will become unproductive to attempt to keep pushing for more. This is different from the natural creative slumps that teams experience throughout ideation sessions, and means it is a good point to stop and focus on pruning. This is referred to as the 'convergent stage' where ideas are evaluated, compared, ranked, clustered and even ditched in an attempt to pull together a few great ideas to act on. Hang onto those unused ideas, though; they may prove useful in future ideation sessions as stokers or idea triggers. Right now, the aim is spotting potential winners, or combinations of winning attributes, from a number of ideas.

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Best practice: How

- The Bingo Selection method inspires participants to divide ideas: The facilitator should encourage the participants to split ideas according to a variety of form factors, such as their potential applications in: A physical prototype, a digital prototype, and an experience prototype.

- Ideation participants decide upon one or two ideas for each of these categories.

- If you're a relatively small team you simply discuss the pros and cons of the chosen ideas.

- If you're a large team you can mix this method with Post-it Voting (also known as Dot Voting):

Post-it Voting

- Write all of the ideas which the participants have chosen on individual Post-its.

- Then you give all participants a number of votes (around three to four should do) to choose and write down their personal favorite ideas.

- Participants vote by using stickers or simply using a marker to make a dot on the ideas they like. This process allows every member to have an equal say in the shortlisted ideas.

- You can also use variations in color in order to let participants vote on which ideas they like the most or which they dislike the most.

- You can invent other voting attributes when it makes sense.

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