



EDS 411

Ideation

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IDEATION

Ideation is the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic element of thought that can be either visual, concrete, or abstract. Ideation comprises all stages of a thought cycle, from innovation, to development, to actualization. Ideation can be conducted by individuals, organizations, or crowds. As such, it is an essential part of the design process, both in education and practice

Hinderance to ideation

- Fear of taking risk
- Use to the norm
- Over thinking
- Quick Judgements
- Lack of confidence
- Criticism and scepticism

Why Ideation?

- Simplicity
- New era of problems
- Disruption
- Fast changing world

Ideation techniques

- Brainstorming
- Story boarding
- Mind Mapping
- Synectics
- Role Playing

SCAMPER TOOL

- Substitute
- Combine
- Adapt
- Modify
- Put to another Use
- Eliminate
- Reverse