Questions

**A**  
-What is design?

Design is a creative way to accomplish something. You can develop a plan or model as part of the process of your idea. It needs an intelligent way of thinking. Design take into account with the emotional and psychological circumstances of the user.

-What is design not?

Design is not making a product with the trends of today. Products do not have to be high end of elite. Design is going deeper. It does not care about smoothness or trends. It should be intelligent. Design is not the same as styling. Beauty is not the main rule for design.

-What is DesignThinking?

Design thinking is a process. You solve problems by the needs of the consumers. You can observe people about empathy, how people interact and their environments. On the hand of this you can make an iterative hands-on approach to create innovative solutions.

-What is the process of design thinking?

Design thinking has a 5-stage process.

1. Empathize: First you do research on you users needs
2. Define: State your users needs and problems
3. Ideate: Challenge assumptions and create ideas
4. Prototyping: Create solutions with a prototype
5. Testing: Try your solutions on your target group and improve your product

-What are the basic concepts in this process?

The basic concepts are:

1. Empathize
2. Define
3. Ideate
4. Prototyping
5. Testing
6. Implement

**B**  
-What activity goes with what part / phase of the design thinking process?

1. Empathize: Persona’s, interviews, ask what, how and why, Photo and video user based studies, enagaging with extreme users, sharing stories and bodystorming
2. Define: Analysis and synthesis, empathy mapping, point of view, How might we questions and why-how laddering
3. Ideate: Brainstorming, mindmaps, Braindump, brainwrite, brainwalk, challenge assumptions, SCAMPER, sketch or sketchstorm, storyboard, analogies, provocation, movement, bodystorm, gamestorming, cheatstorm, crowdstorm, Co-creation workshops, prototype and creative pause
4. Prototyping: Low fidelity prototype, High fidelity prototype
5. Testing: Show don’t tell, Asking participants talk through their experience, observe the, ask follow up questions and negative feedback is always good

-Am I able to structure and develop my project along these lines without a   
teacher?

Probably you can but it is always nice to get feedback on your process. This way is new to me so I can not do it without the help of the teachers feedback

-What phases of the design thinking process are there and with what knowledge   
and activity are they fulfilled?

Look at the first question of B for the answer.

-What is ideation?

Ideation is creating a solution on the hand of the collected information at the first two stages of design thinking. You can go outside the box and find alternative ways to view the problem and identify innovative solutions.

-What is the purpose of ideation?

The purpose of ideation is to get the problems and psychological part of your users. On the hand of this information, you can come up with solutions which will help you to find the best solution for a problem.

**C**  
-What is the role of ideation in Design thinking?

Ideation will help you in finding a solution for your customers by taking everything you found into account with it. So ideation is the best way to find the best solution for a problem of the customers.

-Can you define creativity?

Creativity is genius. It is a way of life. A process, method, structure, and a plan. It is not per se artistic. It is about problem solving.

-What is the essence of creativity?

That you find a great problem-solving solution for someone who needs it. Everybody is creative in their own way and can find a solution for their own problems.

-What is an iterative way of working?

By a lot of testing you can find the most important bugs in your work. Due to a lot of feedback you can make a better version of something that will lead to an iterative product. It is substantiated by multiple perspectives.

-What is the role of design thinking and ideation in successful companies?   
 Can not find it in the text. But maybe if you have a structured way of planning and creating a solution it will be tested good and it will end up as a great successful product.

**D**  
-Why is creativity important for society and economy?

Creativity will give you new insights. It will help you with your problemsolving, new possibilities and other ways of understanding. So by being creative you can solve problems for people and it can stimulate the economy.

-Is creativity solely an artistic endeavour?

No everybody is creative and it has not to be artistic. I explained this already in another question.

-What is brainstorming? What are its principles?

Brainstorming is when a group calls out all the ideas that comes up to mind. Here you can come up to some new solutions for your problem.

The principles are:

* Defer judgement
* Encourage wild ideas
* Build on the ideas of others
* Stay focused on the topic
* One conversation at the time
* Be visual
* Go for quantity

-How many brainstorming methods are there? What do they have in common?

I don know the exact amount because on the internet you can find more techniques of brainstorming. They have in common that you have to do them in groups to come up with the best ideas and you can correct or help each other out.

-Can i make up my own methods?

You could because everybody has their own ideas about brainstorming and being creative. So their can be other ways to come to your conclusion.

**E**  
-What is meant by quality through quantity?

-Is a method doing the work for you?   
-Is the method creative itself? Can it be?   
-In what phase of design and development is ideation and brainstorming of   
value?   
-What is a iteration? What is iterative way of working?

**F**  
-Is ideation and creativity only for developing concepts?   
-Can i be creative and innovative on UI level as well?   
-What is mindmapping?   
-What methods are there for ideation, concepting and brainstorming?   
-Under what circumstances can they be succesful?

**G**  
-What are the conditions for ideation to be succesful?   
-What is considered a non-linear process?   
-What is divergent thinking?   
-What is convergent thinking?   
-What is the (double) diamond of creative processes?

**H**  
-Am I able to set up a fruitful brainstorm sessions?   
-Is brainstorming best done with a group or individually?   
-What tools can i use?   
-What is more important the method or the attitude?   
-What is more important; talent or method?