Ideation
[Develop]

"Keeping the same art style and setting. Remove the rivers from the scene. Draw me an image with some baby animals sitting on a knoll generating ideas. These should be thought bubbles over their heads with animals doing things." ChatGPT

Reflections on Activity

Double Diamond: Phase: Define

Objective: **Ideate** and prototype multiple potential solutions

Method : **Ideation**, prototyping, evaluation, iteration
 Class: Storyboarding, low-fi prototype, Heuristic evaluation

Outcome: prototypes or preliminary solutions that can be tested and iterated upon..
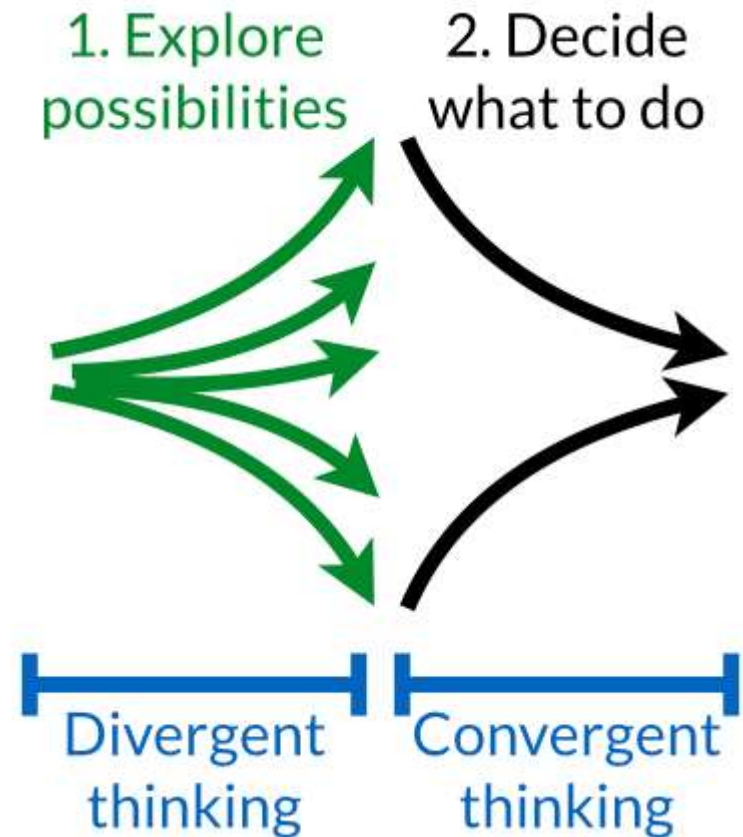
Convergent vs. divergent thinking

Divergent thinking is key to ideation

Individually generate ideas

Discuss ideas in your team

Then converge to concept(s) to prototype

1. Explore possibilities   2. Decide what to do

Divergent thinking   Convergent thinking

https://careerfoundry.com/en/blog/ux-design/what-is-ideation-in-design-thinking/

Divergent thinking: <mark>Challenge Assumptions</mark>

Helps break conventional thought patterns and generate new ideas

- Identify the assumptions in your problem space/application
- In a group, are these (still) true or never been questioned

https://www.interaction-design.org/literature/article/what-is-ideation-and-how-to-prepare-for-ideation-sessions#ideation_will_help_you:-0

Divergent thinking: <mark>Brainstorming</mark>

Brainstorm several concepts

1. Quantity over quality
2. Don't spend too much time on any of them
3. Don't get too attached to a concept
4. Don't name them or put your name against an idea
5. Include: Reverse thinking: worst possible ideas!
   - Reflecting on what's so bad about them reveals insights

Divergent thinking: Mindmapping

Developed by Tony Buzan in 1972, visual ideation technique to draw connections between different sets of ideas or information

1. Write a keyword center page: from problem statement
2. Surround with all ideas that come to mind
3. Draw connections with lines/curves -> mindmap

Divergent thinking: Analogies

Analogy: a cognitive process of transferring information or meaning from a particular subject to another

- What does your situation remind you of?
- What other areas of life/work experience similar situations?
- Who does similar things but not in your area of expertise?

Often an analogy will include the words "**… is like …"**

Example: Changing a tire on a car is like putting your shoes on….

> …You re-tie your shoelaces when you feel they are loose. Can we incorporate a sensor in the car wheel which will alert the driver if a wheel is loose?

https://www.brainstorming.co.uk/tutorials/analogytutorial.html

Convergent thinking:

- Assessing the ideas against criteria: <mark>feasibility</mark>, <mark>market potential</mark>, alignment with strategic goals, and resource requirements

- Remember your User Needs

Next Week

Low fidelity prototyping

Design Gallery