Ideate

Phase 3

Ideate

The process of generating a broad set of ideas
on a given topic.

Ideation in the real world

- Brainstorm out loud

- Document all ideas

- Focus on quantity

- Do not allow evaluation

- Gather a diverse team

- Question the obvious

- Evaluate the ideas
  - *Feasible*: Technically possible to build
  - *Desirable*: Best at solving the user problem
  - *Viable*: Financially beneficial for the business

Preparing for Ideation

- **Empathize with your user.** Empathizing is the first step in the design process. You need to know who you're solving for and what their needs are. You empathized with your user already by creating empathy maps, personas, user stories, and user journey maps.

- **Define the problem.** Defining is the second step in the design process. The problem you're trying to solve should be well-defined, so that everyone on your team can think of ideas to solve the same problem. Knowing exactly what problem you need to solve will also keep your users' needs top-of-mind.

- **Establish a creative environment.** You'll need a comfortable space where everyone on your team can get together and present their ideas. If you're meeting in person, choose an ideation space that's different from your usual workspace. If you're ideating virtually, try to find a different space in your home that's free of clutter and distractions.

UNIVERSITY *of* SAN CARLOS
SCIENTIA • VIRTUS • DEVOTIO

Preparing for Ideation

- **Set a time limit.** There are an endless number of possible products and features you could design, so give yourself plenty of time to come up with ideas. However, you can't brainstorm forever, so you'll also need to set a time to stop brainstorming and start thinking more deeply about the ideas you've come up with.

- **Assemble a diverse team.** You're trying to come up with as many different ideas as possible. An inclusive team of people, with different races, genders, abilities, and backgrounds, will help you come up with all kinds of solutions.

- **Think outside the box.** Don't limit yourself to traditional ideas and solutions. If you have a cool idea that seems a little different, write it down! Think big and get creative while ideating.

Story board

A series of panels or frames that visually describe and explore a user's experience with a product.

Story Board: Four Elements

- Character - The user in your story

- Scene – Helps us imagine the user's environment

- Plot – The Benefit or solution of the design

- Narrative – The user's need or problem and how the design solved them

UNIVERSITY *of*
SAN CARLOS
SCIENTIA • VIRTUS • DEVOTIO

2 Types of story board

- **Big Picture:** focus on what the *user* needs, their context, and why the product will be useful to the user. Big-picture storyboards are often used early in the design process when designers are trying to get stakeholders to support their ideas.

- **Close-up storyboards** concentrate on the *product* and how it works. They're best used in the middle to the end of the design process.

Big Picture Story Board: Example
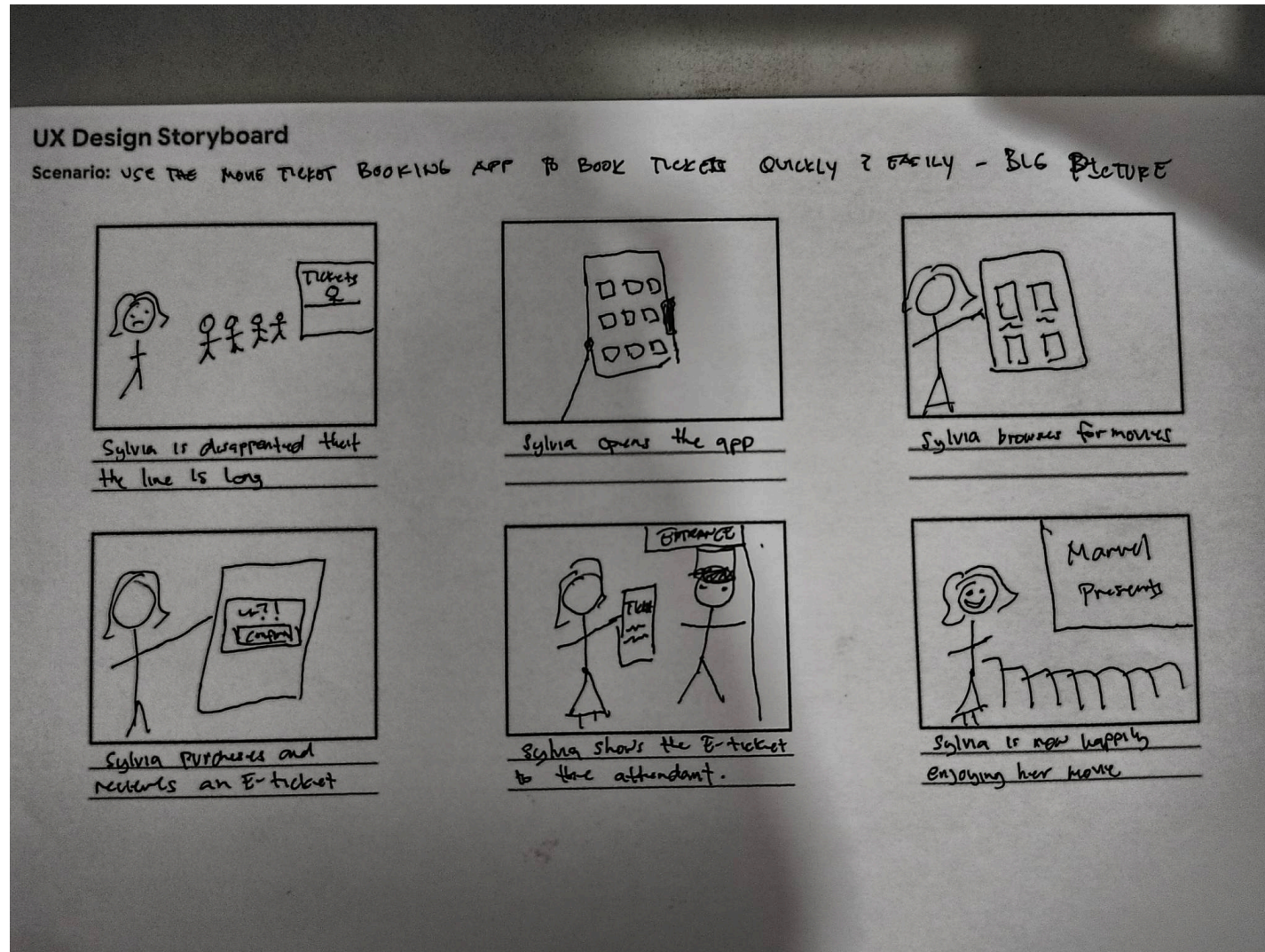
Close up Story Board: Example
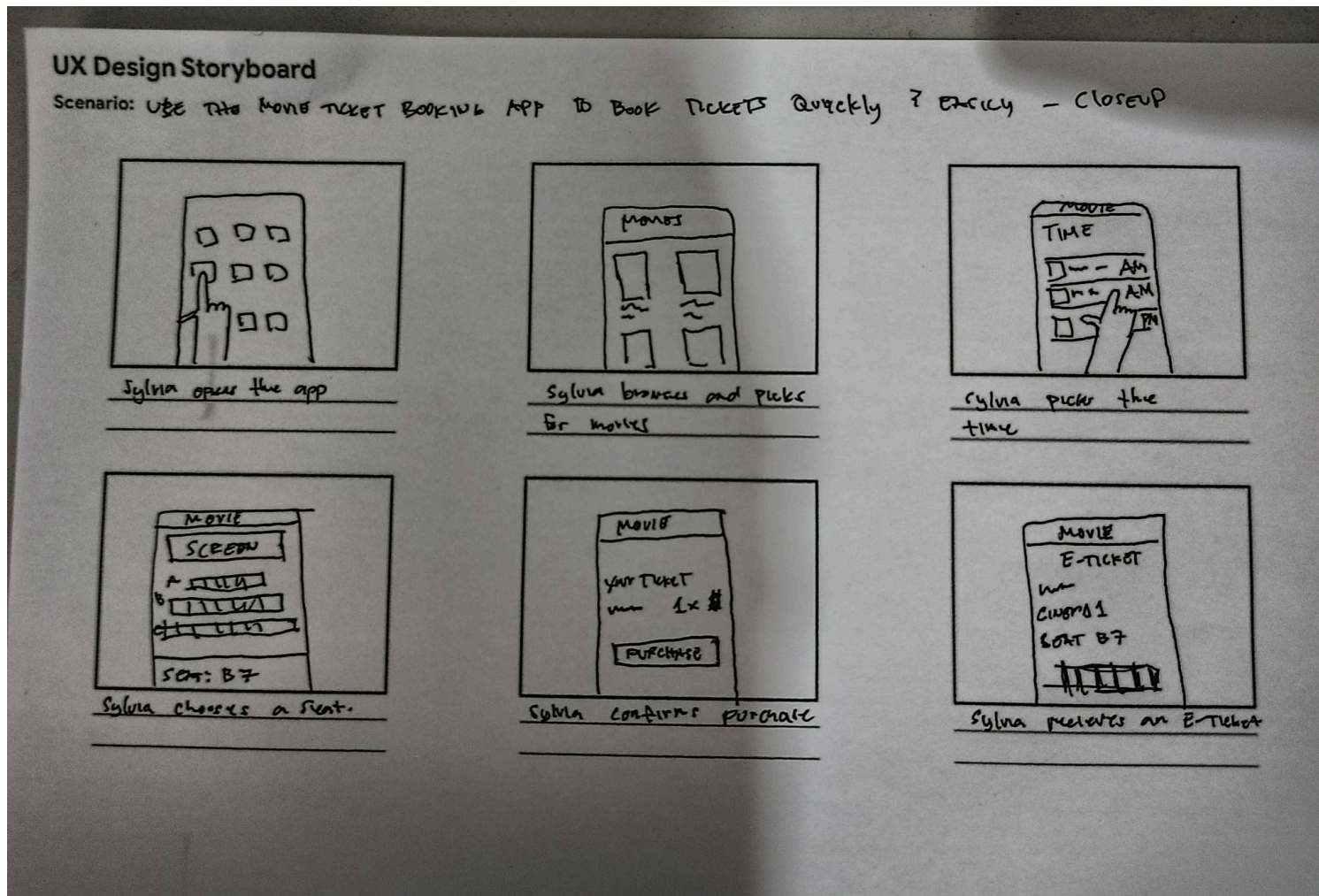
Story board template

Scenario *Write your scenario here*

To be continued...

Thank you ☺