UI & UX Design
SWE 4833

Ideation

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Ideation

Ideation can be defined as the process of generating a broad set of ideas on a given topic with no attempt to judge or evaluate them.

We need to be able to explore all ideas without judging them and throwing them out because some of the most crazy ideas can actually prove to be really valuable.

2000 → Today

Ideation

- Brainstorm out loud
- Document all ideas
- Focus on quantity
- Don't allow evaluation initially
- Gather a diverse team

Common ways to evaluate ideas

Ask the following questions:

- Is the idea **feasible**?

  - Is it technically possible to build?

- Is the idea **desirable**?

  - Does it solve the user problem you're focusing on?

- Is the idea **viable**?

  - Is it financially beneficial for the business?

Crazy Eights

Problem: Olivia is a parent who needs a way to ride her bike with her 2-year-old son because he can't ride his own bike.