

# Ideation

*Ideation* is the process of generating big ideas. Enterprise Design Thinking explains big ideas by contrasting them with features:

- Big idea: Algorithms to predict the future from the past
- Feature: Charts with lines that show prediction

Moving to big ideas takes your mind out of the problem space and into the realm of solutions. This realm is where you innovate and create revolutionary, rather than evolutionary, designs.

In the ideation process, have each member of the team put a minimum of five big ideas on the wall. Of each person's five big ideas, at least one must break the laws of physics. This last rule forces each member of the team to step out of their current thought process. It's a nod to the famous quotation attributed to Albert Einstein, "We can't solve problems by using the same kind of thinking we used when we created them."



# Storyboards

At their heart, storyboards tell human-centric stories. A storyboard might explain a new technology, a change in process, or how two personas work together.

Regardless, the story is from the user's standpoint.

The story is presented through a series of 6 - 8 "frames" with pictures, thought bubbles, and annotations. If you're working on the flow for a new user interface, you can use low-fidelity wireframe sketches for the frames in your storyboard.

