

IDEATION TECHNIQUES : Bring out the different ideas in you



One day, Sohail observed that many students in his school are not closing the water taps properly after use . He wanted to solve this problem and asked his friends for some ideas. Let us hear how his friends came up with solutions.



"Maybe we should put an Alarm in the tap which rings if the tap is not closed properly"



Ibrahim's idea is quick and crazy, but not a bad one!

First Idea- Crazy Idea

Sometimes great ideas sound crazy and come first to your mind. Try it!



"But Ibrahim, the sound can create disturbance"



"How about fixing a machine to the tap that can automatically stop the tap when not in use?"



Adila and Aryn discussed further on Ibrahim's idea and improved it.

Open Brainstorming

An open discussion with others can improve and generate more ideas.



"What if the solution is a communication?"
Hmm... We can use posters to make others aware about water wastage!



Aryn asks himself a 'What if' question to help him think of a solution

What-If

To find a direction to think you can put a 'What if' condition !



" Oh! If I am the School Principal, I will show the students a movie about people facing water shortage and also our growing water bill . That will make them think about their actions"



Shama tries to think like their School Principle

Role storming

Step in to the role of a stakeholder, and you might be able to think like them





HOW CAN YOU COME UP WITH CREATIVE IDEAS?

Think if have you ever done the following

GIVING EXCUSES FOR COMING LATE TO SCHOOL

TRYING A NEW ROUTE WHILE GOING TO SCHOOL

MADE SOMETHING FROM WASTE OBJECTS

Creativity is all about thinking different and trying new things. And we all love that!

A few simple tips can help you get more creative



1.KEEP YOUR IDEAS FLOWING

Ideas are like books. The more, the better. Don't stop with one. Two is better than one and ten is better than two, and your brain can think of more than a just few!

2. KEEP LOOKING AROUND YOU

If you keep your eyes, ears and mind open. Sometimes, simple things we see around us can inspire great ideas



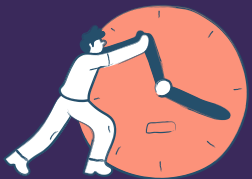
4. PARTICIPATE IN ARTS

Draw and paint, sing and dance. And you will see your ideas blooming, because a happy mind is a creative mind!



3. KEEP DEADLINES

Keep the clock ticking while you keep your ideas flowing. Challenge yourself to think in limited time and see the wonders your brain can do!



Your mind NEVER stops working. It produces 70,000 thoughts each day! If you keep your brain active, you can think differently and creatively.



PRODUCT VS PROCESS BASED SOLUTIONS

What Is The Problem?

Students are not keeping their shoes in order while entering their computer lab



Product Based Solution



Have shoe rack with numbers assigned to lab seats so that students have to keep shoes in rack to pick a seat.



Making a shoe rack with old carton boxes and place it outside the lab.

Process Based Solution



**DO NOT LEAVE YOUR
FOOTWEAR UNORDERLY**



**LEAVE THEM
LIKE THIS**

Sticking Instructions outside the lab allowing entry only after shoes are placed in order.



Assigning a student who makes sure that everyone leaves their shoes in order

As you can see here, a problem can have both process based and product based solutions. Try to think of both the types of solutions for your problem and select the one that scores higher on **FUSE criteria**

WHOM TO ASK FOR FEEDBACK ?

Let's see how Sohail and his team is getting feedback on their solution to make their selected idea better..

**THINK OF PEOPLE CLOSE TO YOU
WHO ARE FACING THE PROBLEM**

Hey ! Why can't we get feedback from **our classmates** first? They are using the taps daily just like us

Oh yes ! And they will openly tell us what they think because they are our friends !
And they will be the ones using our solution.

**THINK OF PEOPLE WHO HAVE FACED THE PROBLEM
BEFORE AND HAVE MORE INFORMATION ABOUT IT**

We should also try to get feedback to hear about different solutions that have already been tried before

Oh! We can ask for feedback **our teachers**. They have been here for a longer time and must have seen the problem and other solutions tried before.

**THINK OF PEOPLE WHO HAVE THE
SKILL TO WORK WITH THE PROBLEM**

Actually we can get feedback from other people who are part of the school. Like our **watchman uncle, our school helper !**

And **the plumber** who often comes to repair pipelines at our school!

**THINK OF PEOPLE WHO ARE DECISION MAKERS
AND ARE INVOLVED IN SOLVING THE PROBLEM**

We missed our **School Principal!** We should talk to him about the difficulties in implementing our solution.

Amazing ! He will be able to guide us better in this regard. Let's start collecting feedback for our solution.



UNDERSTANDING FUSE CRITERIA



Remember PEAK?
You used to select a Problem



Now we have FUSE!
And this is to select a solution

Let us look at how Aryn and team have used the FUSE criteria and understand it better

FEASIBILITY



After I heard Adila and Aryn, I too felt that though exchanging clothes is easy to implement. But for Feasibility, we rated it at a 4.

If something can be done easily it is called FEASIBLE.

When a solution requires a lot of time, cost and materials needed, then the solution is not easy to make.

USABILITY

Though all our solutions are easy to use, Aryn is right that our users may not like exchanging clothes or wearing others clothes. So we decided to rate its usability at 3.



If the people who have the problem, feel that your solution is nice and are willing to use it, then it is USABLE.

When a solution is something that the users like, then the usability score of your solution will be high.

SUSTAINABILITY



Aryn suggested that we rate making keychains and dolls as low, as people will lose interest in this idea quickly. This idea will not work for a long time. The team felt the same and rated sustainability as 2.

If your solution can be implemented for a long time and does not harm the environment, then it is called SUSTAINABLE.

A solution that is temporarily solving a problem can not be called Sustainable. Such solutions and those that can harm the environment are rated low

EFFECTIVENESS

I thought creating an awareness drive is an effective solution and decided to rate it 5. But Shama made me realize that not everyone might listen to us and take action. And hence, we decided to rate it at a 4.



If your solution can achieve the desired state (goal) mentioned in your problem statement, then it is an EFFECTIVE Solution.

Always discuss with your team about the effectiveness of your solutions before selecting. Everyone thinks different and can add value.

6 Things to do after collecting

Different people will give you different ideas and feedback. Let's see how can you use them?



1. **Go through the feedback** given for your solution by different stakeholders as a team.



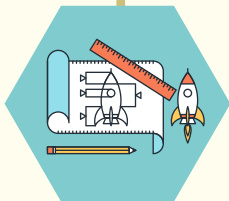
2. **Discuss** with your team and decide on which suggestion you want to use from the feedback to improve your idea.



3. At times, you might get suggestions that make you feel bad. Take it as a **learning to improve your idea** rather than getting disappointed.



4. If you need guidance, **seek help** from your teacher/mentor on how to use the feedback.



5. Now, decide whether you want to **make changes** to your existing solution or think of a new solution altogether.



6. Finally, check whether your new idea or solution satisfies the **FUSE criteria**.

And now it's TIME to develop your IMPROVED AND NEW SOLUTION using the feedback...
Have Fun!