

Ideation Phase

The Problem Statement:

1. Be clear and concise

When you're writing a problem statement, make sure that you're clear and concise. This means avoiding any unnecessary words or information. Be sure to get to the point quickly and efficiently.

2. Include all relevant information

Make sure that you include all relevant information in your problem statement. This includes things like who is affected by the problem, what the consequences are, and what needs to be done to solve it.

3. Be specific

It's important to be as specific as possible when you're writing a problem statement. This means avoiding generalities and focusing on the specifics of the problem at hand.

4. Use strong language

When you're writing a problem statement, it's important to use strong language. This means using words that are definitive and unambiguous. Be sure to avoid any vague or wishy-washy language.

5. Keep it short

A problem statement should be short and to the point. Avoid any unnecessary words or information. The goal is to be clear and concise, so don't try to cram too much into your statement.

6. Edit and revise

Once you've written your problem statement, be sure to edit and revise it. This will help ensure that it is clear, concise, and specific. Remember to proofread for any spelling or grammar errors.



Empathize and Discover:

Empathy is the foundation of human-centered design. The problems you're trying to solve are rarely your own, they're those of particular users. Build empathy for your users by learning their values. To empathize, you:

Observe

View users and their behaviour in the context of their lives.

Observe how users interact with their environment. Capture quotes, behaviours and other notes that reflect their experience. Watching users gives you clues as to what they think and feel – what they need.

Engage

Interact with and interview users through both scheduled and short ‘intercept’ encounters.

Engage users directly—interact with and interview them. Engaging users reveals

deeper insights into their beliefs and values.

Immerse

Wear your users' shoes. Experience what they experience for a mile or two.

Immerse yourself in your users' experience. Find (or create if necessary) ways to immerse yourself in specific environments to understand first hand who you're designing for.

The best solutions come from the best insights into human behavior. Discover the emotions that drive user behavior. Uncover user needs (which they may or may not be aware of). Identify the right users to design for. Use your insights to design innovative solutions.



The Brainstorm and Prioritize Ideas:

1. Define goal and invite stakeholders

The first step in the process is to clearly define the goal(s) of your brainstorming session. What problem(s) are you trying to solve? At this stage, you should also carefully select a list of stakeholders who will participate in your brainstorming session.

2. Define your problem statement

The next phase is to create a problem statement that clearly identifies the issue. Frame your problem statement as a 'How might we?' question (e.g., 'How might we shorten wait times for customer service calls?').

3. Brainstorm!

Have each stakeholder brainstorm as many ideas for possible solutions as they can in a given time.

Pro-tip: Use Mural's private mode feature to avoid groupthink while brainstorming, allowing everyone to work independently even while synchronous.

4. Group ideas together by theme

Once you've generated as many ideas as possible with your team, it's time to look carefully at the results. What are the natural themes that emerge from your ideation? How should they be grouped together to inform potential solutions?

5. Prioritize solutions

Now that you've refined your ideation into themes, you can effectively prioritize the results using the chart tracking importance vs. feasibility.

Tips for running a brainstorming & idea prioritization session

To run a successful brainstorming session and prioritize your ideas, you should:

Make sure you invite stakeholders representing all aspects of the issue at hand so that you can avoid blind spots when brainstorming solutions

Use Mural's timer feature to keep things on track while brainstorming, and use private mode to avoid groupthink; then, you can leverage a voting session to determine the best next steps!

Keep a record of your brainstorming so that you can return to your ideas and revisit questions over time – this may help generate even more solutions in the future