

Discuss your preferred ideation technique

Design thinking activities helped you kickstart the ideation process for your site. You have experienced how exercises like How Might We and Crazy Eights can help translate user issues into design opportunities. Intentional reflection helps us continue to refine the techniques we use. To do that, think about what made a particular ideation technique effective. Use the following questions to guide your thinking:

Which ideation technique did you use and why?

Which technique did you find most helpful?