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Activity introduction

In this activity, you'll apply ideation techniques such as How Might We or Crazy Eights to generate initial ideas for your portfolio project website. You've learned how important the ideation process is to your design work. Techniques such as How Might We and Crazy Eights will help you generate many ideas that you can choose from to help solve users' problems. The goal of this activity is to come up with many possible design ideas. Some will be usable, and some won't, but going through this process will give you a better idea of what might work.

After completing this activity, you'll have the opportunity to compare your work to a completed exemplar in the following course item.

As a reminder, How Might We is an exercise that will help you generate ideas to solve design issues by reframing the user's needs as a question. The goal is to finish the sentence with an idea for a solution.

And Crazy Eights is an exercise to help you think of many possible design solutions for users. This process may not give you your final design solution, but it will put you on a path to find solutions you may not have thought of without hearing ideas from your colleagues.

Before you begin brainstorming ideas for your portfolio project website, here are the steps for the How Might We and Crazy Eights ideation exercises. Start with the How Might We exercise, then move on to Crazy Eights.



Step-by-step instructions

To conduct the How Might We and Crazy Eights ideation exercises, follow the instructions below:

Step 1: Generate ideas using the How Might We framework

Take the user's pain points you learned from your user research studies. This includes things like your user persona, empathy map, and problem statement. Then use this list from the Stanford d.school to begin generating ideas by asking how might we:

Amp up the good?

Change a status quo?

Break the point-of-view into pieces?

Remember: When you complete the exercise for your own designs, you should only take about ten minutes in total to complete it. So, keep a timer handy!

Step 2: Amp up the good

Start by asking, What did the research show? What's already working in the current design, and how can you make the user experience even better? Maybe your usability study showed that most users think that the checkout process is good. Ask yourself, how might we make the checkout process even better?

Step 3: Change a status quo

Take the user research and what you learned about the user's pain points. Then create a How Might We statement that addresses the user's pain points. Think of possible solutions to a current issue that the user is experiencing. For example, maybe the user is confused about how to update their credit card in the user settings. Ask yourself, HMW improve the user settings to update payment information?

Step 4: Break the point-of-view into pieces

Break each of the user's pain points into smaller pieces. For example, say you learned from the user research that you need to improve the checkout process. Ask yourself, how might we improve the checkout process for existing users? How Might We improve the process for guests? Or HMW make it easier for new users to open an account to check out faster?

Now that you have the steps to complete the How Might We exercise, take those ideas and draw a few of them during your next activity, Crazy Eights.

Step 5: Prep for sketching Crazy Eights

To get started, make sure you have a large piece of paper or notebook, a timer, and your problem statement.

Step 6: Fold the paper

Next, fold your paper so it includes eight spaces. Here's how to do it:

- . Fold the paper in half.
- . Fold it in half again.
- . Fold it in half one more time.

Now you have eight spaces for eight different ideas:

Step 7: Get your timer ready

Make sure you have a timer or watch ready to track the time. You should spend no more than 60 seconds for each drawing, so you can complete Crazy Eights in about eight minutes.

Step 8: Draw eight ideas for the Crazy Eights exercise

Have your How Might We questions handy so you can address them in your drawings.

Remember, don't overthink this! Write the ideas down as fast as they come to you.

Step 9: Add in a description

After you've sketched out eight ideas on paper, it's a good idea to write a short description for each sketch. This will make it easier to collect the ideas and summarize them for presentation. When you do the Crazy Eights exercise with a team, you'll often have the opportunity to present your best ideas. Receiving feedback from other members of the team will help generate even more creative thinking! Here's an example of a description you might use:

Users can see the total price of their purchase in a fixed module located at the bottom of the page. The advantage is that they can scroll through the full list of products inside their cart, which makes the shopping process faster and easier. This was one of the user's needs they wanted addressed.

Step 10: Reflect on the completion of this activity

Be sure you've addressed the following questions in your completed deliverable.

Did you complete both of the ideation exercises (How Might We and Crazy Eights)?

Does your Crazy Eights exercise include at least eight different ideas?

Did you connect your ideation exercise to specific pain points from your user research?

Step 11: Save your work

As you complete these activities, remember to:

- . Take photos of your progress and save them. These can include progress photos of sketches, photos of different stages of the activity, pictures of brainstorming sessions, and even photos of you working.
- . Save all of your work to your computer, a hard drive, or a Google Drive folder to make sure you have all the resources you'll need later in the course for your portfolio.