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Learn more about ideation for websites

You've been working hard on the early stages of your responsive website designs for social good, including building a sitemap. In the next activity, you'll sketch concepts to generate ideas for your responsive website.

What do you need to know in order to successfully ideate for a responsive website? Well, first you need to explore website layouts that will best meet the needs of the design. If you've been taking the courses in this certificate program in order, you'll remember common website layouts, such as the multi-column layout, grid of cards layout, and featured image layout. If you need a refresher, review this video about [common layouts for website home pages](#) ↗ and this reading with [examples of common website layouts](#) ↗.

With website layouts in mind, you're ready to ideate. Ideation is critical in your role as a UX designer in order to come up with lots of design solutions for the problems that users are experiencing. You can ideate using a few different techniques, such as:

- **Competitive audits:** Revisit the competitive audit you conducted earlier in this course. In particular, review your findings about competitor websites. What are competitors doing well that could inspire your designs? Where does your product design have the opportunity to do better than existing offerings?
- **How Might We:** HMW helps you reframe a problem statement into questions that prompt you to come up with ideas for design solutions. If you want to learn more about HMW, revisit this video about [using How Might We to ideate](#) ↗ and this reading about [best practices for HMW](#) ↗ from earlier in the certificate program.
- **Crazy Eights:** Sketch ideas for eight different designs, each with a new idea for solving the users' problem. For a refresher about Crazy Eights, check out this video about [using Crazy Eights to ideate](#) ↗ and this reading about [best practices for Crazy Eights](#) ↗ from earlier in the certificate program.

Have fun coming up with lots of ideas for your responsive website designs!

Mark as completed

