

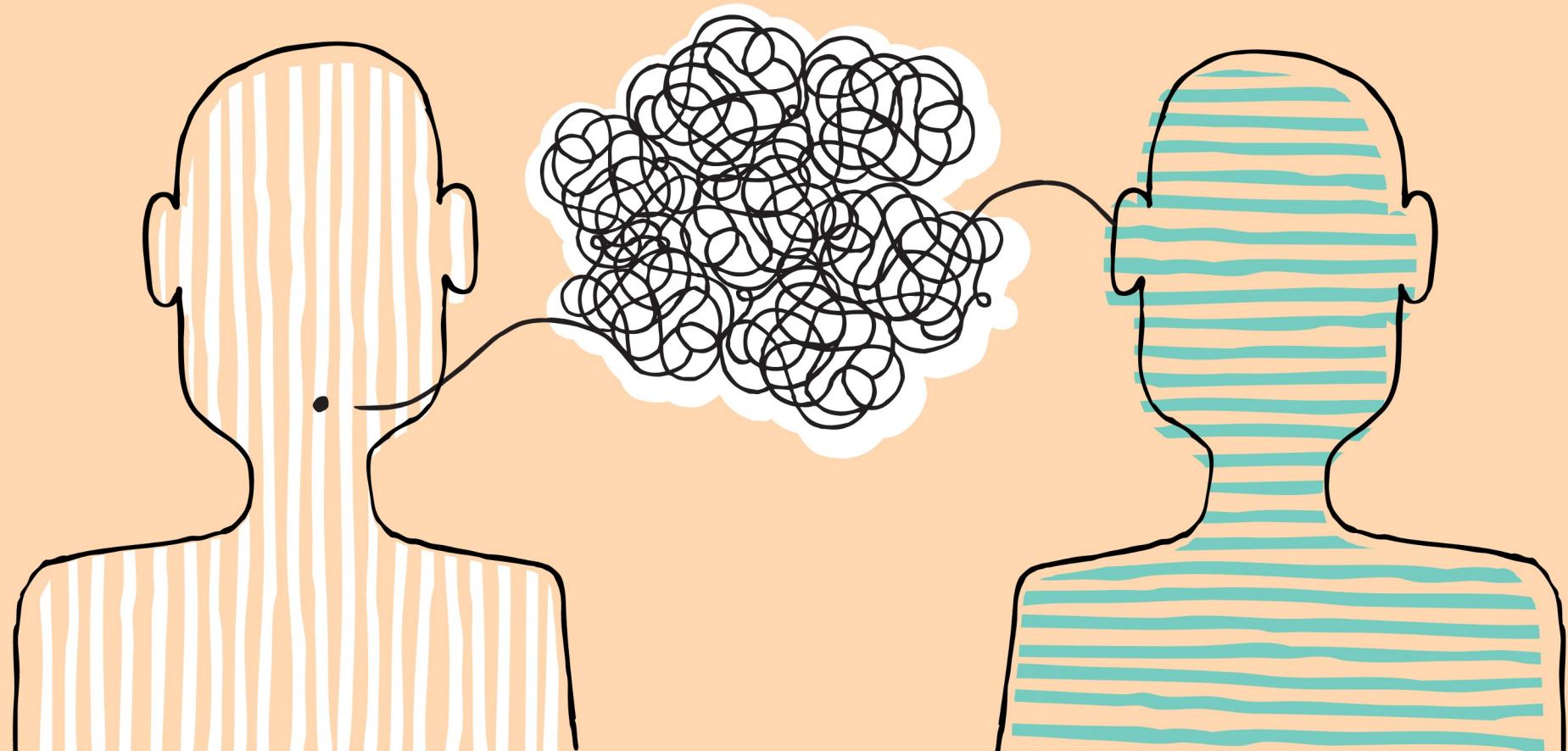
The Ideation Framework

WHAT WE WILL COVER

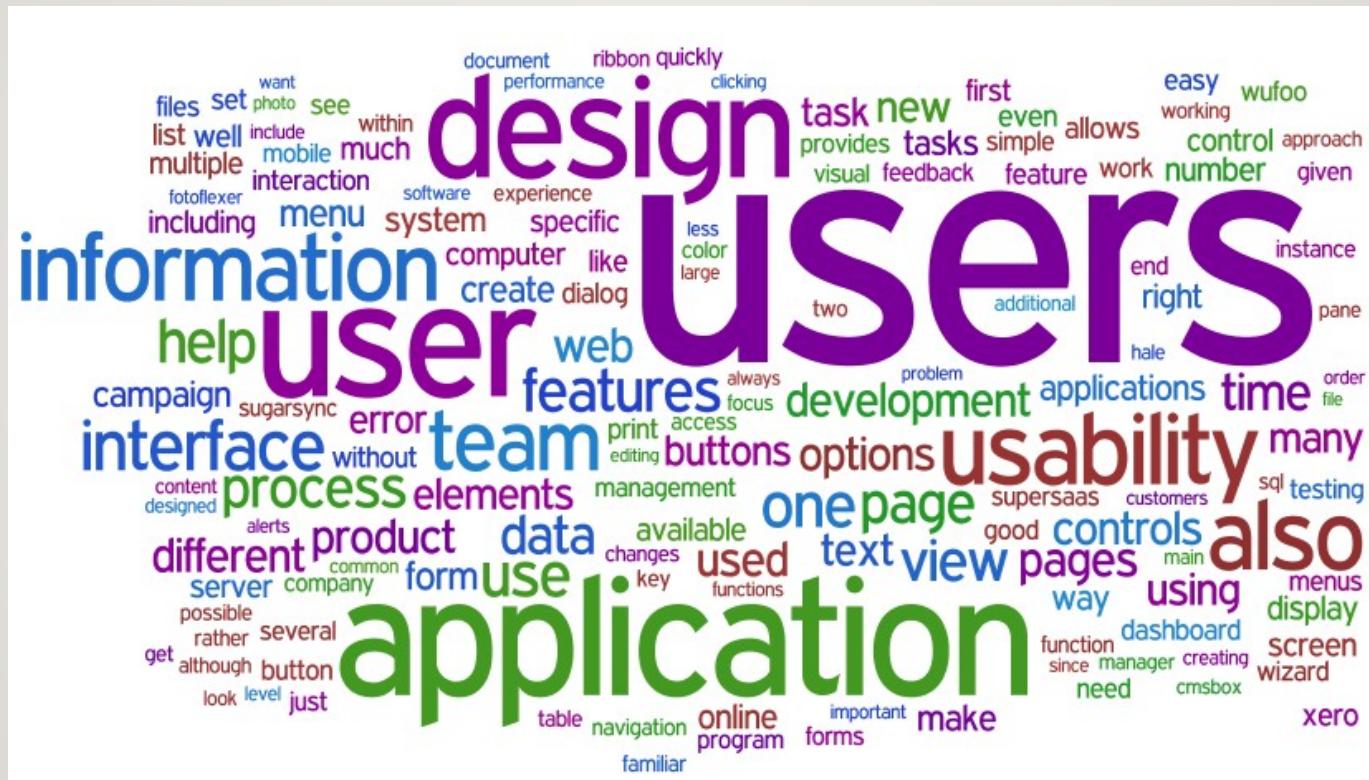
- 2 big questions
- Outcomes of the framework
- The ideation framework (with exercises!)
- Takeaways

2 Big Questions

How do you communicate (a technical idea) to others?



Communication is difficult. Text is ambiguous.





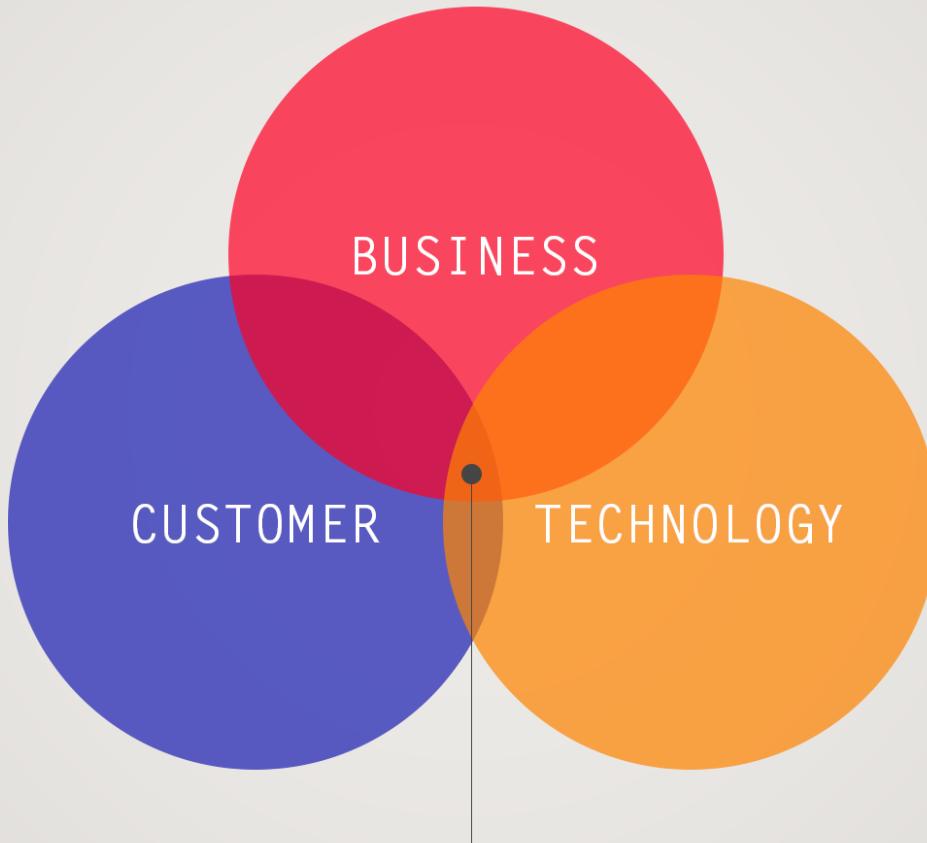
Car

A large, hollow speech bubble with a thick black border and a slight curve pointing towards the right. The word "Car" is centered inside the bubble in a black, sans-serif font.

Car

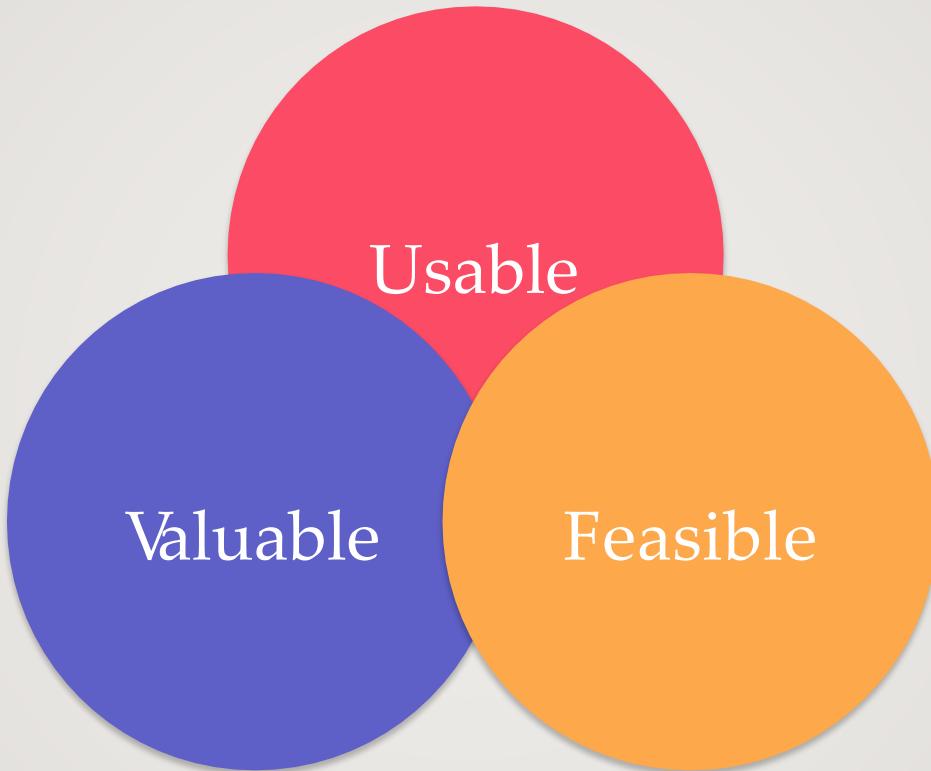
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How do you decide which ideas will be valuable?



That's it!

How do you decide which ideas will be valuable?



With a new idea, people don't always know what they want until

...they see it.

...they try it.

...they experience it.

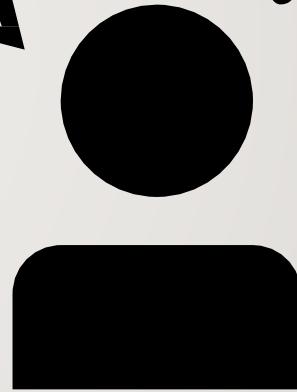
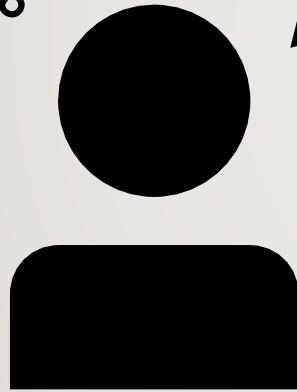
**Tell me something and I will forget.
Teach me something and I can remember.
Involve me and I will understand.**

- Chinese Proverb

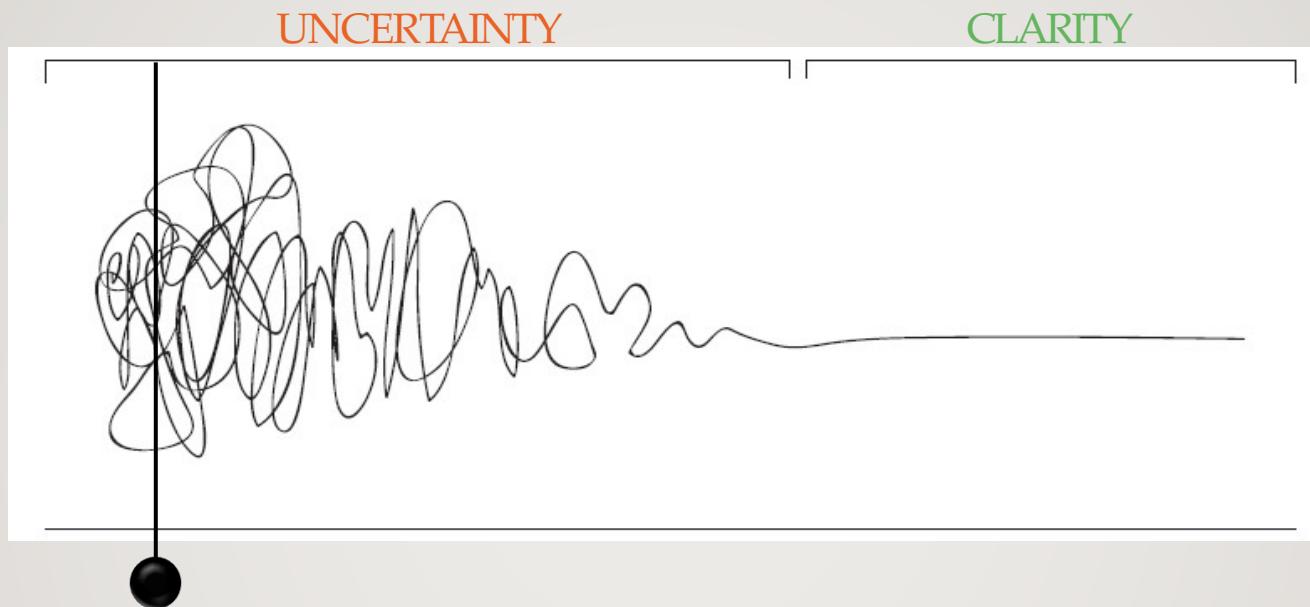


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THE IDEATION FRAMEWORK



ENVISION

Get the team speaking the same language through inspiration and design exercises.

PROTOTYPE

Collaboratively build initial solution as an on-device, interactive prototype.

EVALUATE

Get feedback on prototype from potential customers to validate assumptions.

SEVEN STEP ENVISIONING PROCESS

1. Problem statement
2. Inspiration
3. Idea expression
4. Customer definition
5. Personas (proto people)
6. User narratives
7. Paper prototypes

WOULDN'T IT BE COOL IF...

Students could improve their study habits with a mobile app?

PROBLEM STATEMENT

1-2 sentences that describe an issue (need) for a target customer that we are going to solve

SAMPLE PROBLEM STATEMENT

Too many students never get the final degree grade they deserve not because they lack intelligence, but because they never gained the academic habits they needed

EXERCISE I

Each member of the group take 5 minutes to write down your problem statement

Turn to someone else and share for 30 seconds
Then create a problem statement that the whole group can agree on.

INSPIRATION

Inspiration is defined as other systems that attempt to solve our problem or inspire us with their design or functionality.

Design Inspiration

Evernote

Summary: I remember everything with Evernote, Sketch and our other great notes.

The Evernote family of products help you organize your life. Get started with the free Evernote app for your computers, phones and tablets now.

Evernote

Grades 2

Summary: Simple clean design that's never boring. Easy to build tests. Intuitive interface.

Read reviews, get customer support, and more. Available on the App Store. Download it on the App Store. Download it on the App Store.

Apple

Work Kit

Summary: Very clean and organized, no clutter or distraction.

Create badge in vector format

Open document

Search document

Education

Food

Business cards

Audio notes

Checklist

Notes

Photo albums (slide through)

Print sheet for new business card

Print sheet for new business card

Grade 2

Very focused app. It's a great calculator, not a do-everything for students.

Simple page handbook navigation easy and intuitive

Icons are handy

Easy tabs to switch between, makes it obvious what they do

There's a lot of fun built into the app. Definitely worth checking out.

Very focused in features – maybe too much?

Simple UI using typical iOS menu items (e.g. +, -) though placed in logical places

Bill me for iPhone: Bill Me!

Summary: I really like Bill's simplicity, intuitiveness and strong design elements.

Bill me for iPhone: Bill Me!

The quickest way to split a bill and pay for it in restaurants & bars.

Bill

Strong design elements like the graphics, smart font and color, and use of image instead of text.

Design elements are clear throughout. Easy to read and use.

Subtle hints are employed throughout, increasing user accessibility.

What is the benefit of this feature? Answering this question will help you understand yourself.

Are there any other features that can be added to the service? Answering this question will help you understand the market.

Initiative user interface, such as the tax and tip bars

Cover Stories

Economy of space. Majority of screen is dedicated to primary purpose rather than to displaying ancillary elements.

Easy integrates with social media.

What is the benefit of this feature? Answering this question will help you understand yourself.

Are there any other features that can be added to the service? Answering this question will help you understand the market.

Competitors

iStudier Pro for your Mac, iPhone, iPad

Summary: Successful summary software. Looks good and design is clean. It's the best app in the market, has many features and runs on many devices.

Smart Summary Shows all the events in one place. Click on the event in the timeline mode and tracks your last location and the date and time you need to attend.

Apple

Grades 2

Summary: Strong design, intuitive and easy to use. Like its simplicity and focus.

Read reviews, get customer support, and more. Available on the App Store. Download it on the App Store. Download it on the App Store.

Apple

Work Kit

Very focused app. It's a great calculator, not a do-everything for students.

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EXERCISE 2

Each member of the group take 5 minutes to come up with a piece of inspiration and write down the following:

Name

What you like?

What do you not like?

What can you “borrow”?

Turn to someone else and share for 30 seconds

Then collect all the pieces of inspiration from the whole group.

IDEA EXPRESSION

An idea expression is a short and succinct statement of your idea that everyone agrees to.

Example "A mobile app that helps people book flights faster"

EXERCISE 3

Take 5 minutes and as a group come up with an idea expression and write it down

Make sure everyone can agree with it.

CUSTOMER DEFINITION

Who are the groups of people that will be using your system? These are the primary customers (i.e., early adopters) and are the people who feel the pain of our problem the most.

EXAMPLE CUSTOMER DEFINITION

Students in 1st to 3rd year who own smartphones.

EXERCISE 4

Each member of the group take 1 minute to come up with at least 2 meaningful customer groups

Turn to someone else and share the group you picked and why they would be good for 30 seconds

PERSONAS

Characters created to represent the different user types within your targeted demographic, attitude and/or behavior set that might use our solution.

EXAMPLE PERSONA

Name: Derek Rodriguez

Age: 19

Demographic: 3rd year at Goldsmiths

Background:

- Attends a London university
- Owns a smart phone and loves to use it
- Although he owns a computer he uses his phone as his primary technology
- Regularly does coursework at home
- Takes notes and pays attention in class
- Typically reviews notes before an exam as a way to prepare
- Never had any formal study preparation or study skills classes

Goals:

- Wants to keep track of his coursework assignments on his phone
- Wants to do well in lectures and get good a good degree grade

Frustrations:

- Even though he “studies” he does not feel like he gets the grades he thinks he deserves
- Does not know how to get a better grade through studying

EXERCISE 5

Each member of the group take 2 minutes to write 1 persona. Give them the following:

Name

Age

Background (2-3 points)

Goals (why would they use this system)

Turn to someone else and share for 30 seconds.
Then collect all the personas together for the group

USER NARRATIVE

- A user narrative is a story about one of the personas using and interacting the idea in the world. Narratives are different then features, but they can contain features.

User narrative



Jack Dorsey

Co-Founder, Square & Twitter

February 9, 2011

SAMPLE USER NARRATIVE

Derek is in a maths class and hears about a test in a week. He opens the app, adds the test and can see all the study steps he will need to complete to do well on the test. He adds those steps to his plan.

EXERCISE 6

Each member of the group, take 2 minutes to come up with a narrative for there persona (make sure you give the background)

Turn to someone else and share for 30 seconds.
Collect all the narratives for the group.

PAPER PROTOTYPE

A hand drawn version of a user narrative that gives a visual to the story

SAMPLE PAPER PROTOTYPE I

Author Name: RADHAEL ROSENBLATT Story Title: ADDING AN ASSIGNMENT & PLANNING STUDY SCHEDULE

The prototype consists of two screens. The left screen is a vertical stack of cards, each showing a mobile phone icon. The top card shows a 'Stuff To Do' list with items for 'TODAY' and 'Tomorrow'. The right screen shows a single mobile phone icon with a large rectangular input area.

Screen Title: Home (Study Steps Added)

Notes:

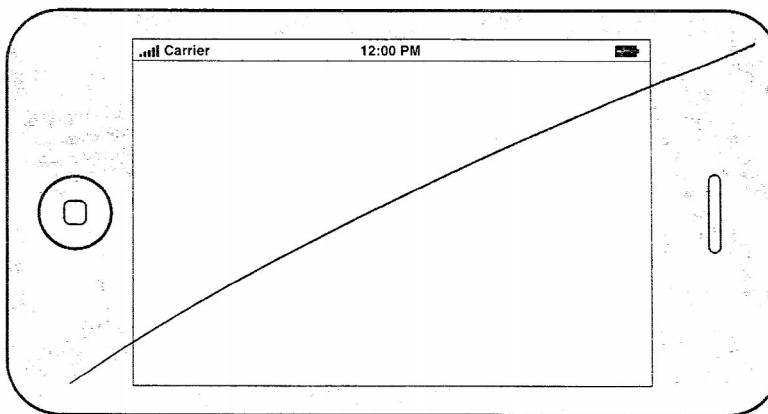
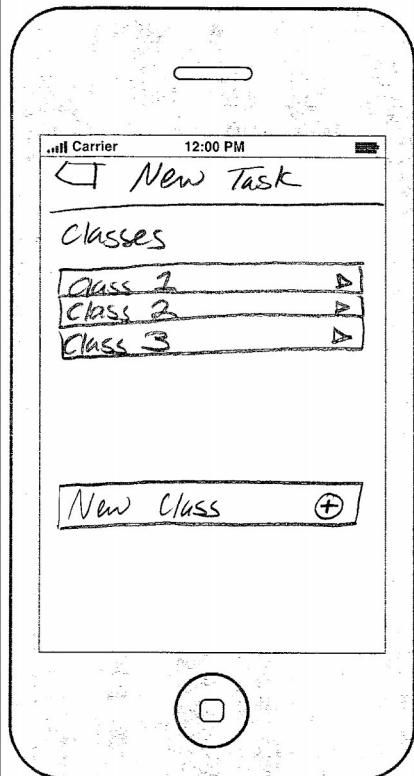
- Study steps are automatically added to the appropriate days.

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SAMPLE PAPER PROTOTYPE 2

Author Name: RADHAEL ROSENBLATT

Story Title: ADDING AN ASSIGNMENT & PLANNING STUDY SCHEDULE



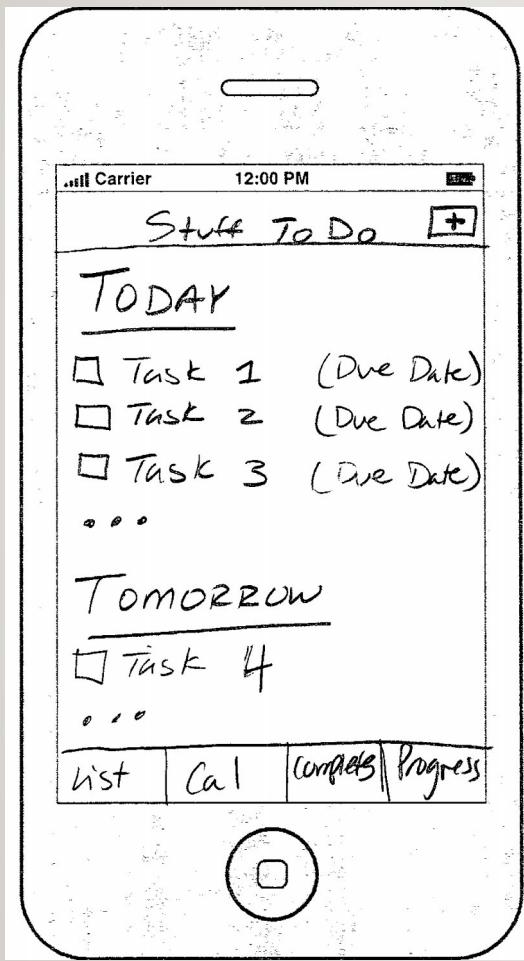
Screen Title: Add Task (class)

Notes: - Back button returns to Home screen
"Add class" button will allow user to include additional classes

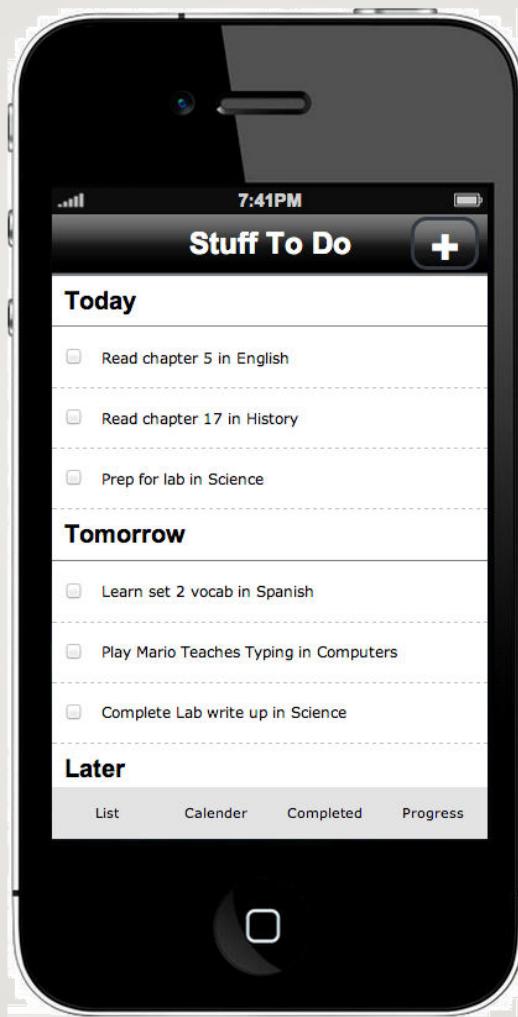
EXERCISE 7

Take 10 minutes as a group to draw a paper prototype using the storyboard part of the paper

LEVELS OF FIDELITY IN PROTOTYPING

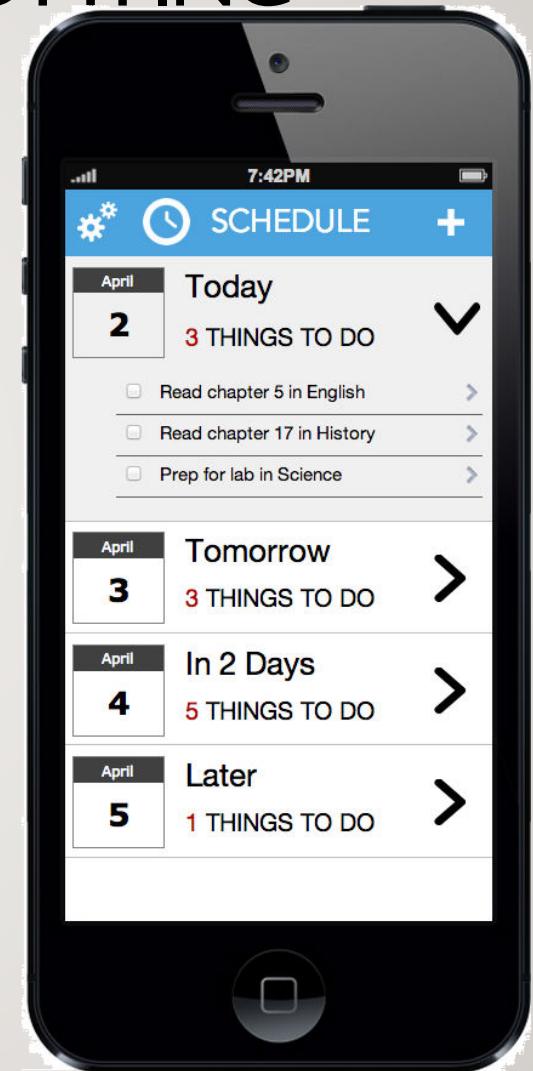


Low



Medium

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High

VALIDATION AND DOCUMENTATION

- Get the right level of fidelity in your prototype for the project
- Put in front of users
 - Ask if they match your personas
 - Validate problems
 - Watch them use it
- Ask developers to do an iteration with you
- Document as much as you need to

WRAP UP

- Shared vision and understanding is critical
- It is hard to test things in the real world
- People need to learn with you to build that shared understanding
- Narratives are invaluable in communication