

IDEATION

Ideation is a critical phase in the design thinking process, where the goal is to generate a diverse range of creative solutions to a given problem or challenge.

The best practices for conducting a successful ideating session

- 1.Create a Diverse and Cross-Functional Team:
- 2.Establish a Clear Problem Statement
- 3.Encourage a Positive and Open Atmosphere:
- 4.Utilize Design Thinking Facilitation Techniques:
- 5.Establish Time Constraints
- 6.Focus on Quantity Before Quality:
- 7.Emphasize User-Centric Thinking:
- 8.Combine and Build on Ideas Collaboratively:



- 9.Divergent and Convergent Thinking:
- 10.Mix Individual and Group Activities:
- 11.Prototype Early and Often:
- 12.Encourage Reflection and Iteration:

- 13.Capture and Document Ideas Effectively:
- 15.Maintain Flexibility and Adaptability:
- 16.Provide Positive Feedback:
- 17.Test and Refine Ideas with Real Users
- 18.Set Clear Objectives and Outcomes:

- 19.Follow Up and Iterate on Ideation:
- 20.Celebrate Success and Learn from Challenges:

Brainstorming:-

- Brainstorming is a widely recognized ideation technique that encourages the free flow of ideas within a group setting.

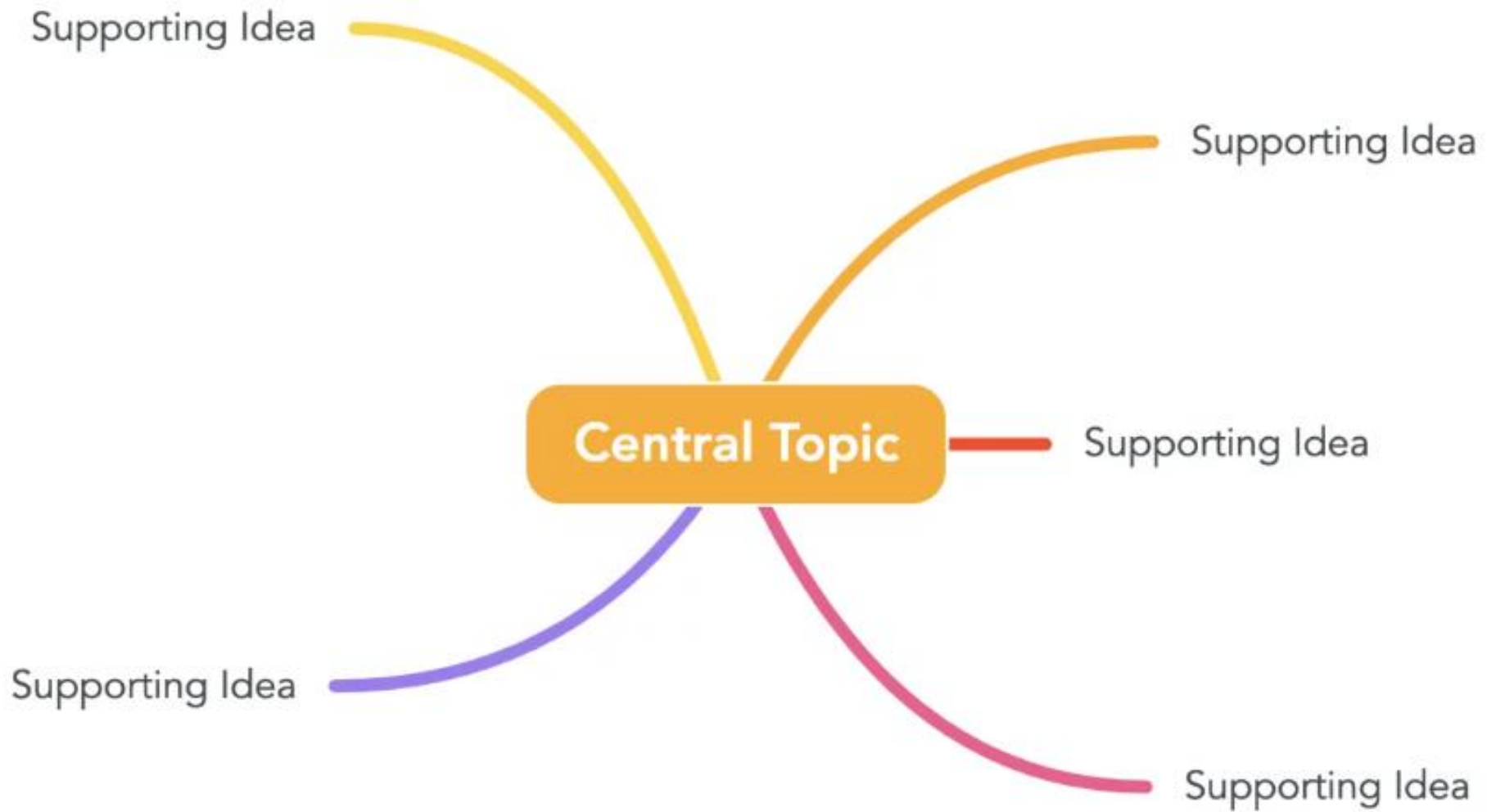
Application:

- In the ideation phase, brainstorming allows participants to generate a large quantity of ideas without immediate criticism. It fosters a creative and collaborative environment, leveraging the diverse perspectives of team members.
- After the brainstorming session, ideas can be evaluated based on criteria such as feasibility, novelty, and alignment with user needs. This evaluation helps in identifying standout ideas for further consideration

Mind Mapping

- Mind mapping is a visual technique that involves creating a diagram to visually organize information and explore the relationships between ideas.





Application:

- During ideation, mind mapping can be used to capture and connect various concepts, facilitating the exploration of interconnected ideas. It helps in uncovering potential solutions that may not be immediately evident.
- Evaluation: Mind maps serve as visual representations of the ideation process. Evaluation can involve analyzing the branches of the mind map for the richness and diversity of ideas. Ideas in densely connected clusters may indicate areas of particular promise.

Rapid Prototyping

- Rapid prototyping involves creating quick, low-fidelity representations of ideas to test their viability and gather feedback.

- Rapid prototyping is a key part of the design thinking process. It's essentially creating a quick and disposable version of your design idea, with the goal of getting early feedback and making improvements before investing heavily in development.

Application:

- In design thinking, rapid prototyping is not limited to physical prototypes but can also include sketches, wireframes, or digital mock-ups. Creating tangible representations allows for a more concrete evaluation of ideas.
- Evaluation: Prototypes can be tested with users or stakeholders to gather feedback on the desirability and feasibility of the ideas. This iterative process helps in refining and prioritizing concepts.

Storyboarding:

- Definition: Storyboarding is a technique that involves creating a sequence of images or sketches to represent the user experience or the implementation of an idea

- **Uncovers potential issues early on:**
- **Builds empathy for the user:**
- **Gets stakeholders on board:**

SCAMPER Technique

- **Definition:**

SCAMPER is an acronym that stands for Substitute, Combine, Adapt, Modify, Put to Another Use, Eliminate, and Reverse. It is a lateral thinking technique designed to stimulate creativity by encouraging **modifications to existing ideas.**



Combine: Can you combine existing ideas, products, or services into something new?



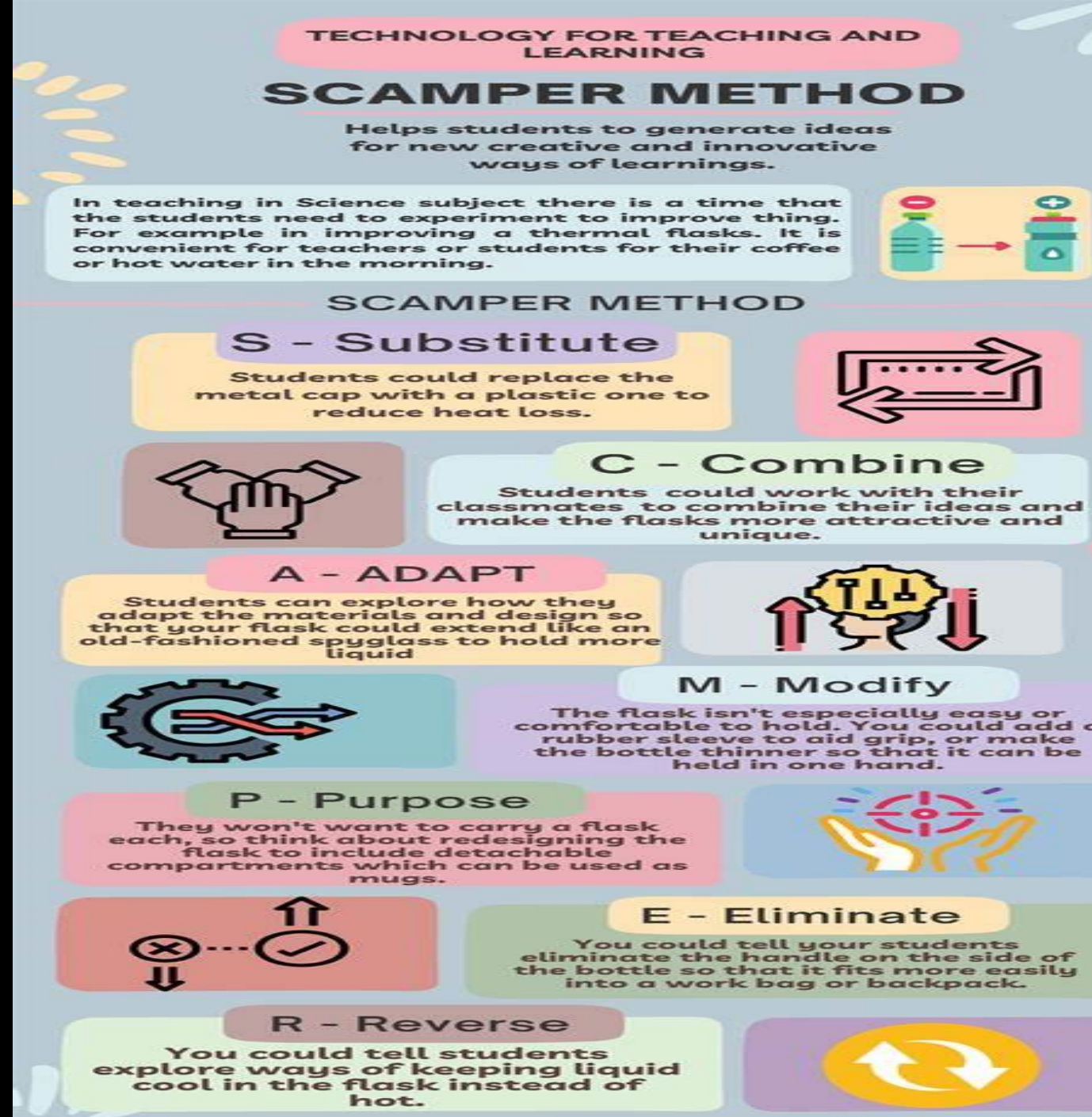
- **Adapt:** How can you adapt something from a different industry or context to your current situation?

- **Modify (Magnify & Minify):** Can you modify the size, shape, or any other aspect of your design? Can you magnify or minify a certain

- **Put to another use:** Can you find a new way to use an existing product or service?
- **Eliminate:** What elements can you eliminate from your design or process? Can you simplify or streamline it?
- **Reverse:** Can you reverse the roles, order, or sequence of something? Can you look at the problem from the opposite perspective?

Substitute:

The company could substitute the physical board game with a digital app version.



Combine:

- A gym combines fitness classes with childcare services.
- A music streaming service combines music with meditation and yoga instruction.

Adapt:

- A company that makes backpacks adapts their waterproof technology to create raincoats for cyclists.
- Fingerprint scanners used for smartphones are adapted for secure building access.

Modify (Magnify & Minify):

- A clothing company creates a **magnified** version of their tote bag for beach trips.
- A software company creates a **mini** version of their project management tool for freelancers.

Put to Another Use:

- Empty shipping containers are **repurposed** as pop-up shops.
- Old tires are **upcycled** into playground equipment.

Eliminate:

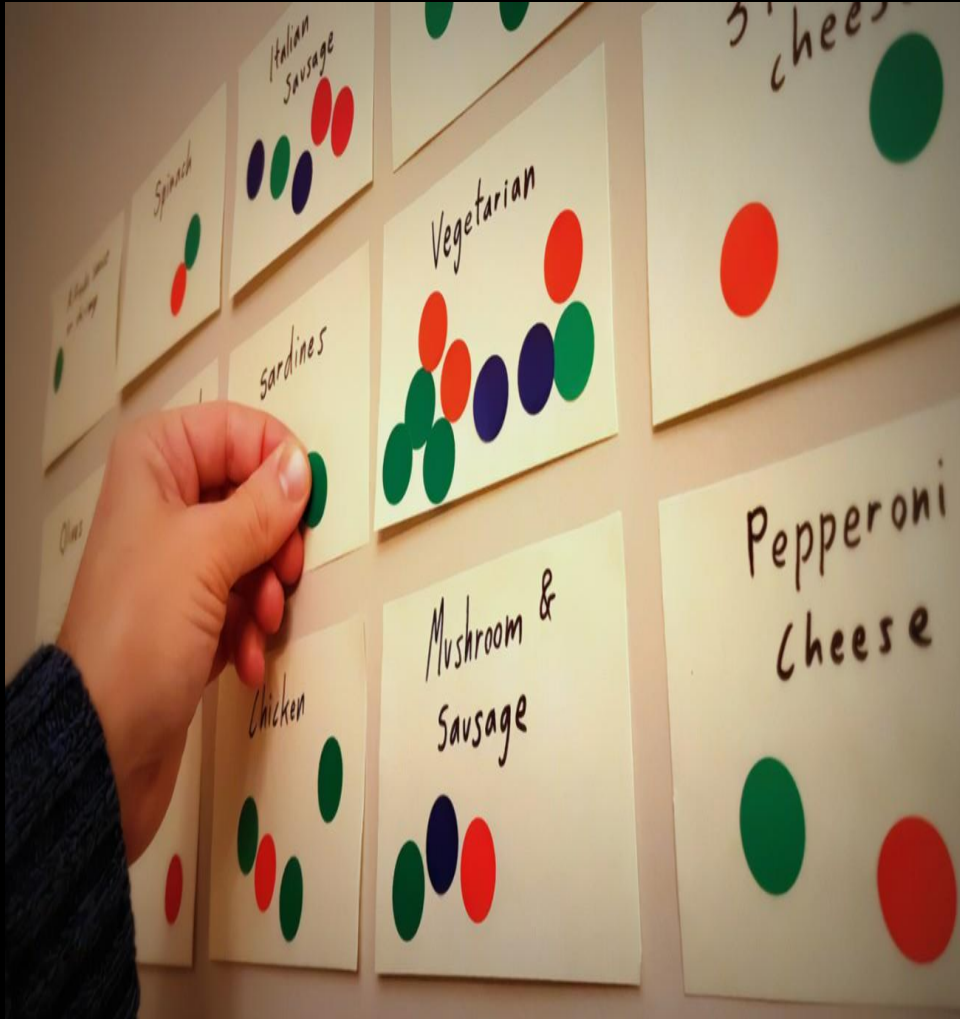
- A website eliminates unnecessary pop-up ads to improve user experience.
- A fast food restaurant streamlines their menu focusing on core customer favorites.

Reverse:

- A library allows patrons to **borrow ebooks** instead of physical books.
- A restaurant lets diners **pay what they think** the meal is worth.

- Application: During ideation, SCAMPER prompts participants to consider different perspectives on their ideas. For example, they might explore how an idea could be modified, combined with another concept, or reversed to achieve a different outcome.
- Evaluation: Ideas generated using SCAMPER can be evaluated based on their novelty, feasibility, and potential to address the design challenge from unconventional angles.

Dot Voting:

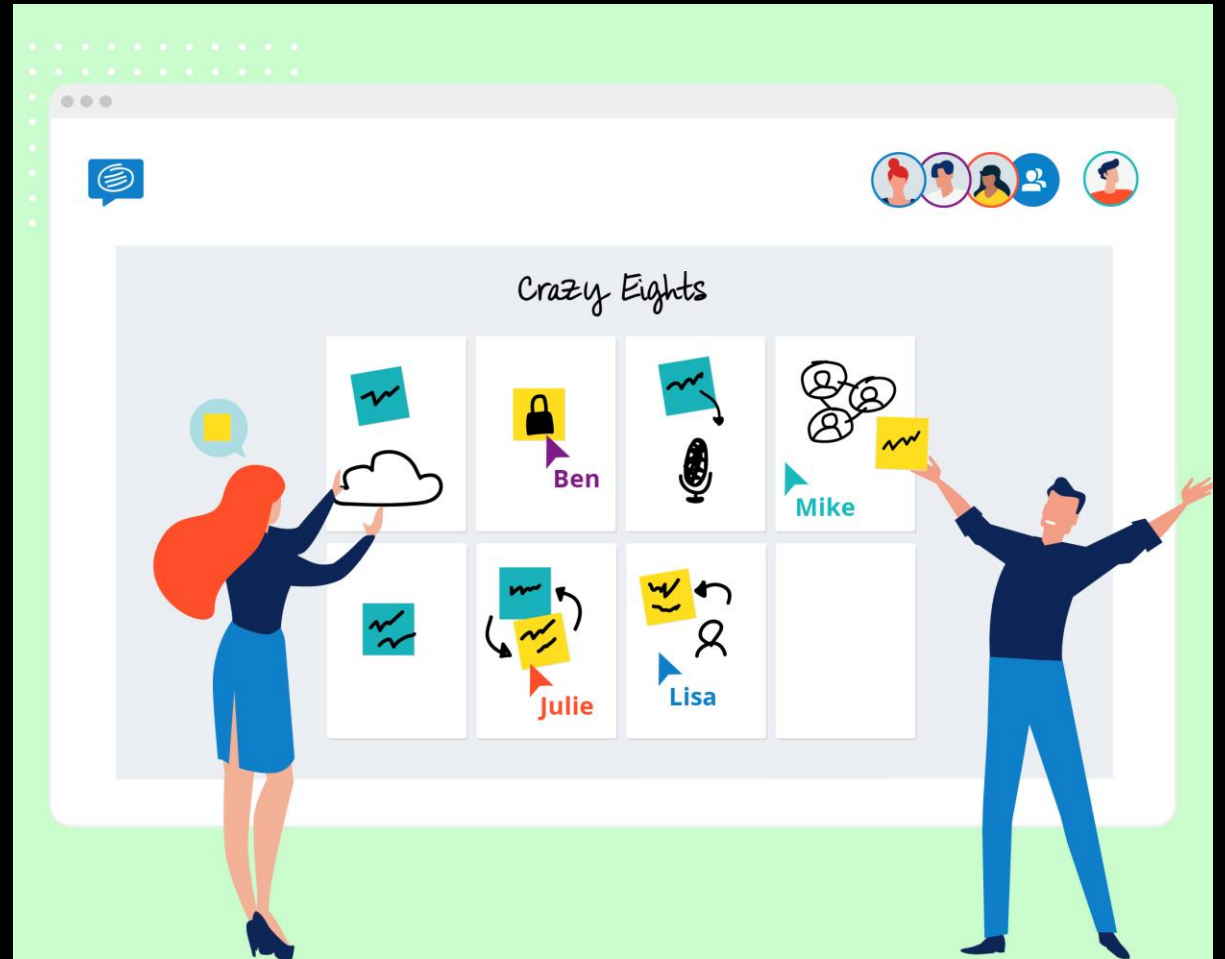


- **Definition:** Dot voting is a democratic technique where participants are given a certain number of votes (represented by dots) to allocate to their preferred ideas.

- Application: After an ideation session, dot voting allows participants to express their preferences anonymously. It's a quick and efficient way to gauge the collective interest in various ideas.
- Evaluation: Ideas with the highest number of votes are considered more favorably by the group, indicating a potential consensus. Dot voting is particularly useful for large groups where individual voices may get lost in the discussion.

CRAZY 8

It is a fast sketching exercise that challenges people to sketch eight distinct ideas in eight minutes. The goal is to push beyond your first idea



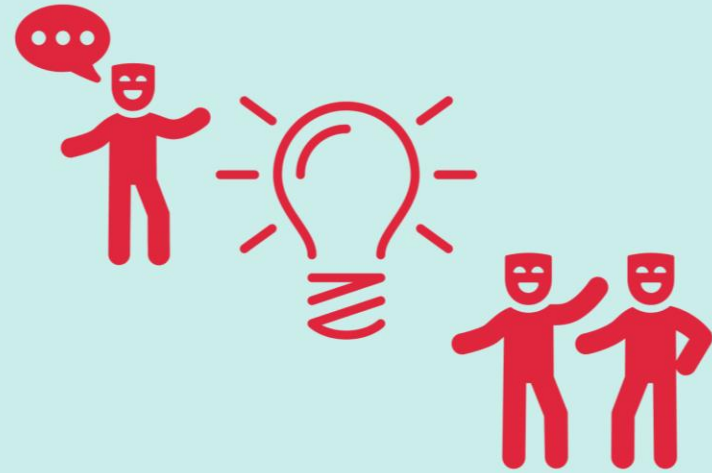
ROLE STORMING

Role storming involves participants adopting the perspectives and roles of others to generate ideas. It is particularly effective in breaking down mental barriers and fostering empathy.

Rolestorming In A Nutshell

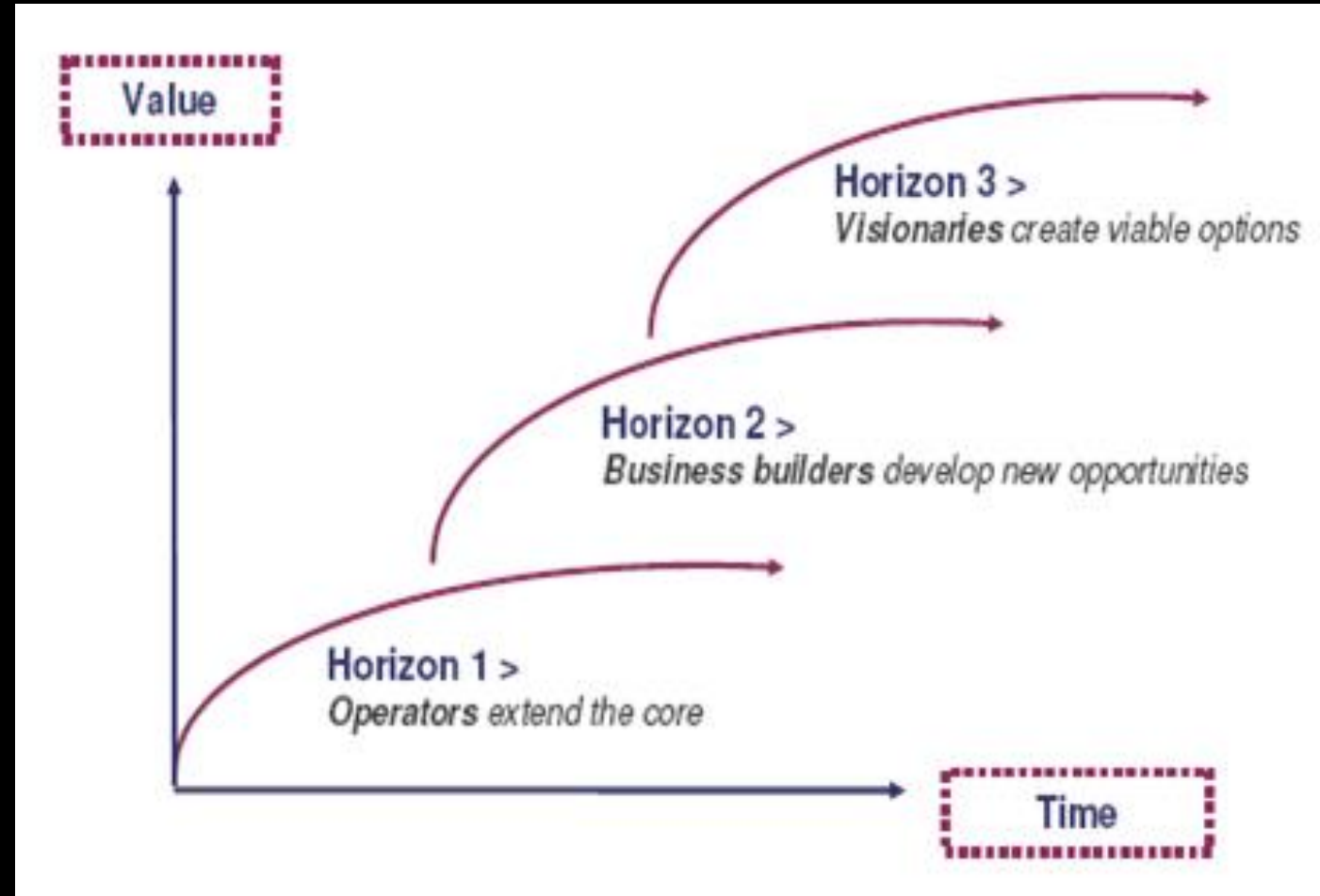
Rolestorming as a term was first mentioned by personal development guru Rick Griggs in the 1980s.

Rolestorming is a brainstorming technique where participants pretend they are other people when sharing their thoughts and ideas.



3 Horizon Model

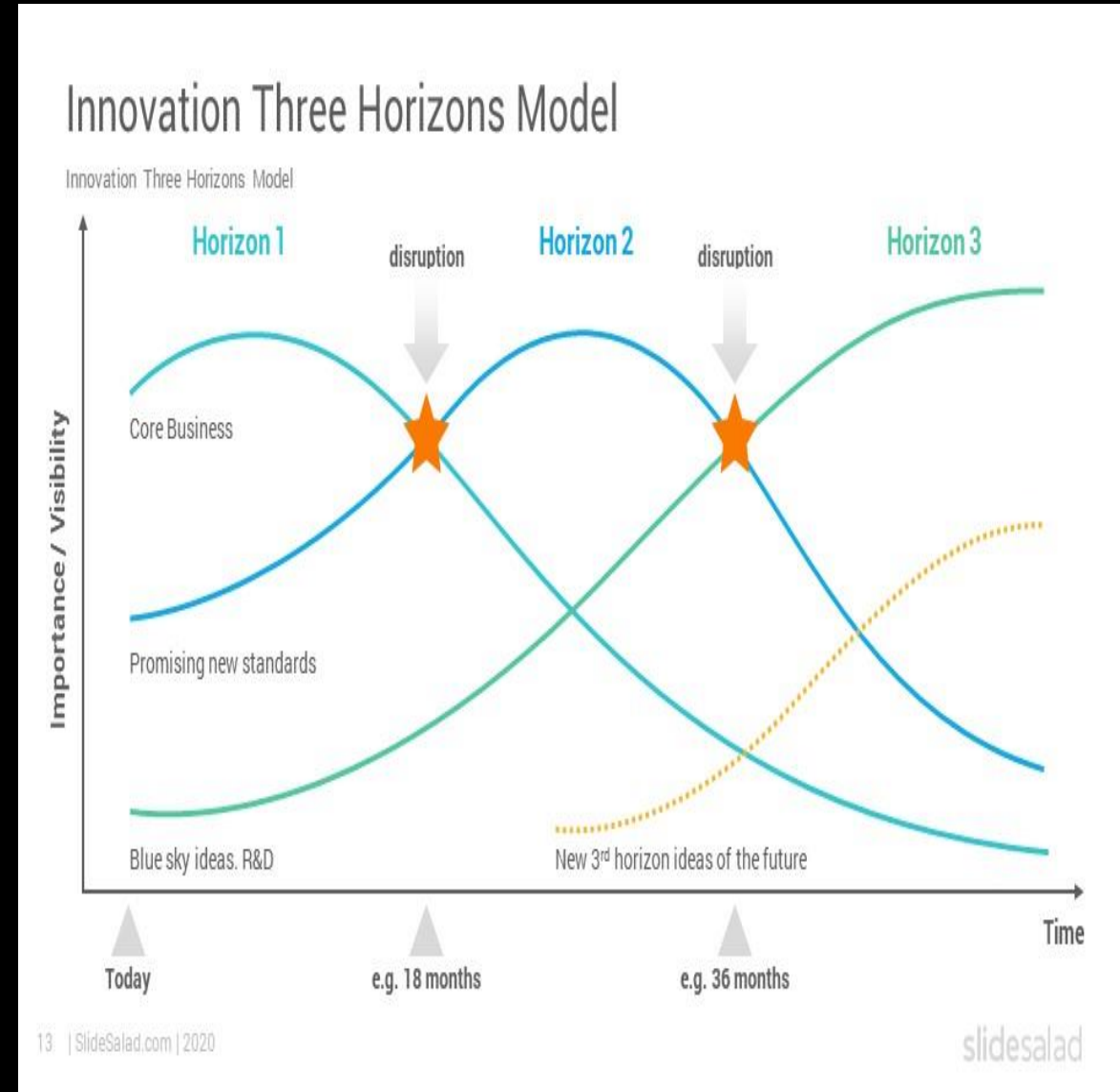
The Three Horizons Model is a framework for categorizing and prioritizing ideas based on their time horizon



Horizon 1: represents ideas for immediate implementation

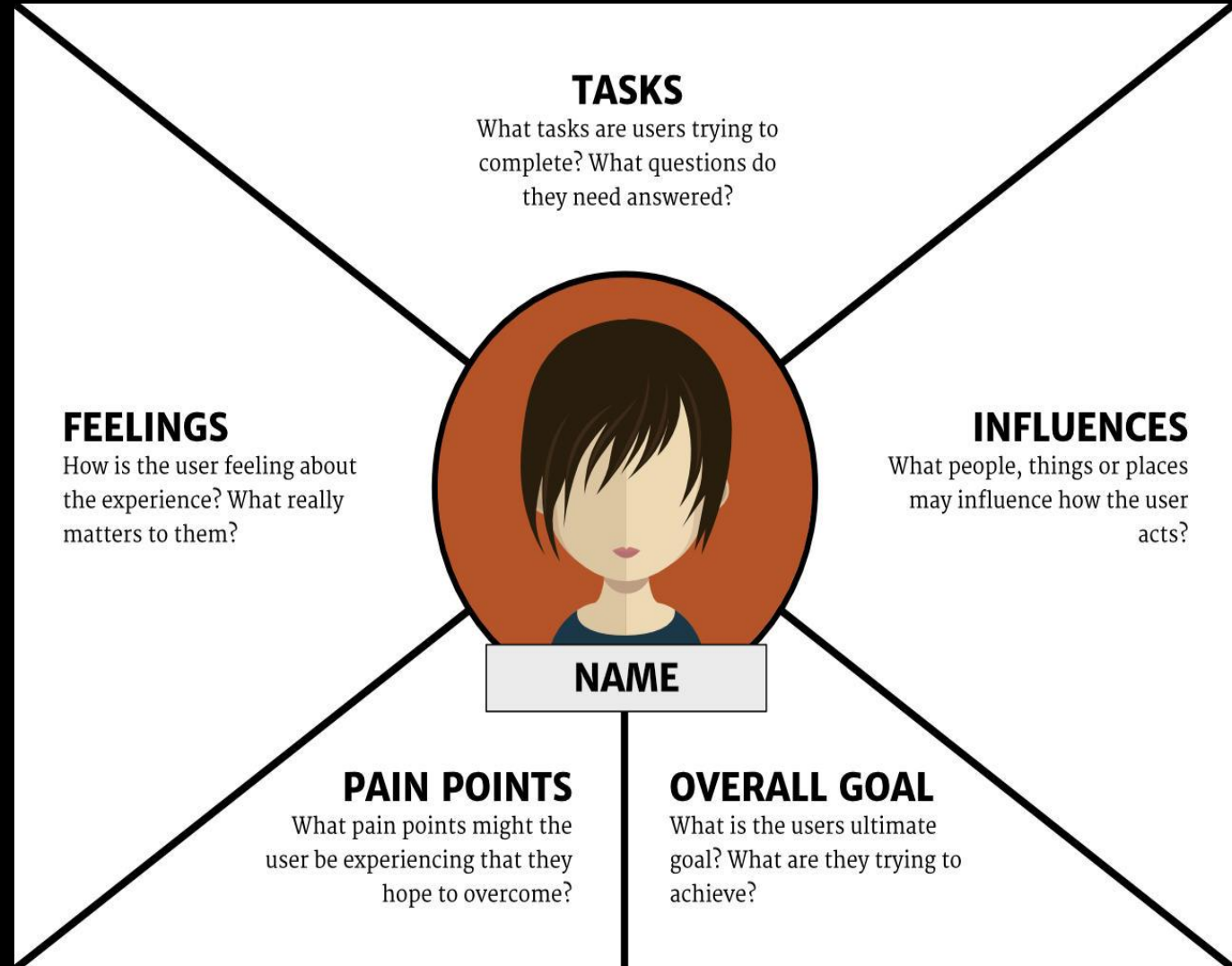
Horizon 2: includes ideas for medium-term development

Horizon 3: consists of long-term visionary ideas.



USER PERSONNA ANALYSIS

It is a fast sketching exercise that challenges people to sketch eight distinct ideas in eight minutes. The goal is to push beyond your first idea





During ideation, referring to user personas and empathy mapping guides the generation of ideas that align with the intended audience

MOOD BOARDING

You might include
images that capture
the mood and feel you
want to experience



About capturing the essence of your vision.

Prototyping

- In design thinking, prototyping is the process of creating a **rough, early model** of a proposed solution to test with users. It's a crucial step that allows designers to get feedback and iterate on their ideas before investing heavily in development