

# DESIGN THINKING PROCESS: IDEATION

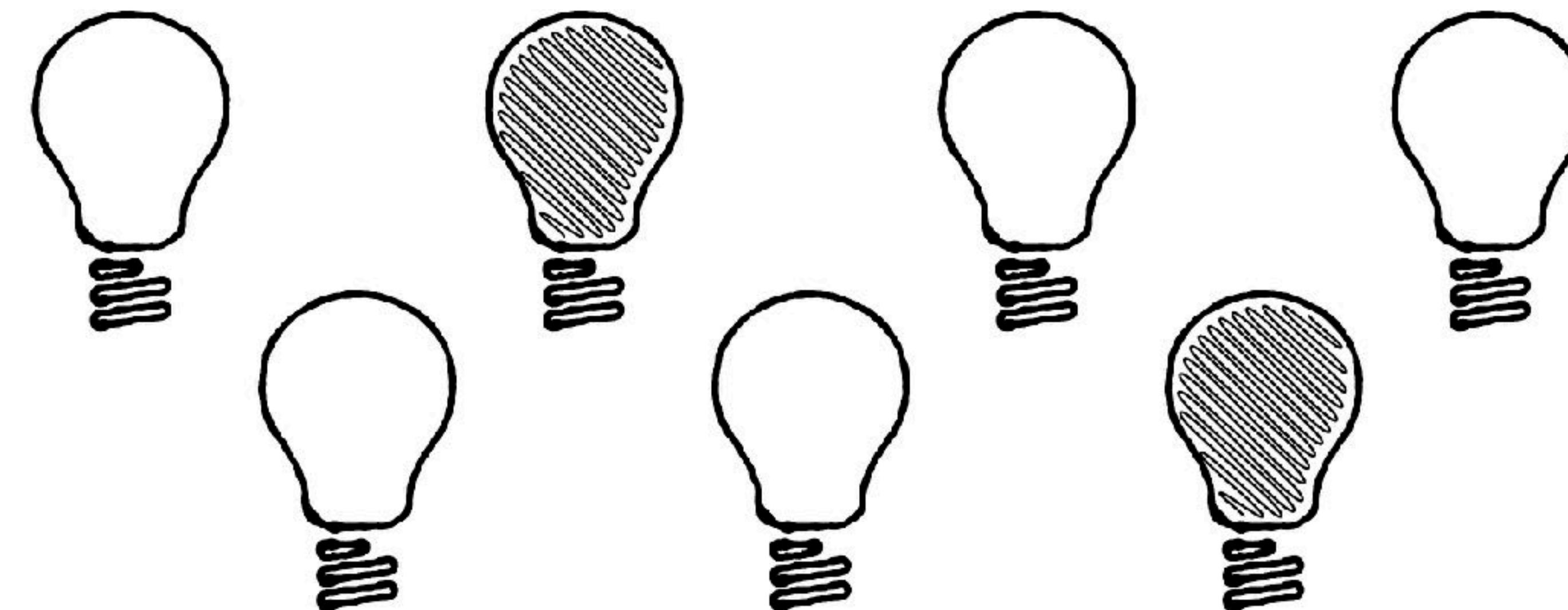
**3**  
IDEATION



I see an  
opportunity.  
*What do  
I create?*

“If you want to have *good ideas*  
you must have many ideas”

Linus Pauling  
Nobel Prize winning Chemist



ABSTRACT

*Ideation*

DO

Generating Ideas

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INTRODUCTION TO

# DESIGN THINKING PROCESS: IDEATION

**3**  
IDEATION



This is the moment to come up with ideas for solutions.

It is important to formulate one sentence to concentrate the efforts:  
"How might we..."

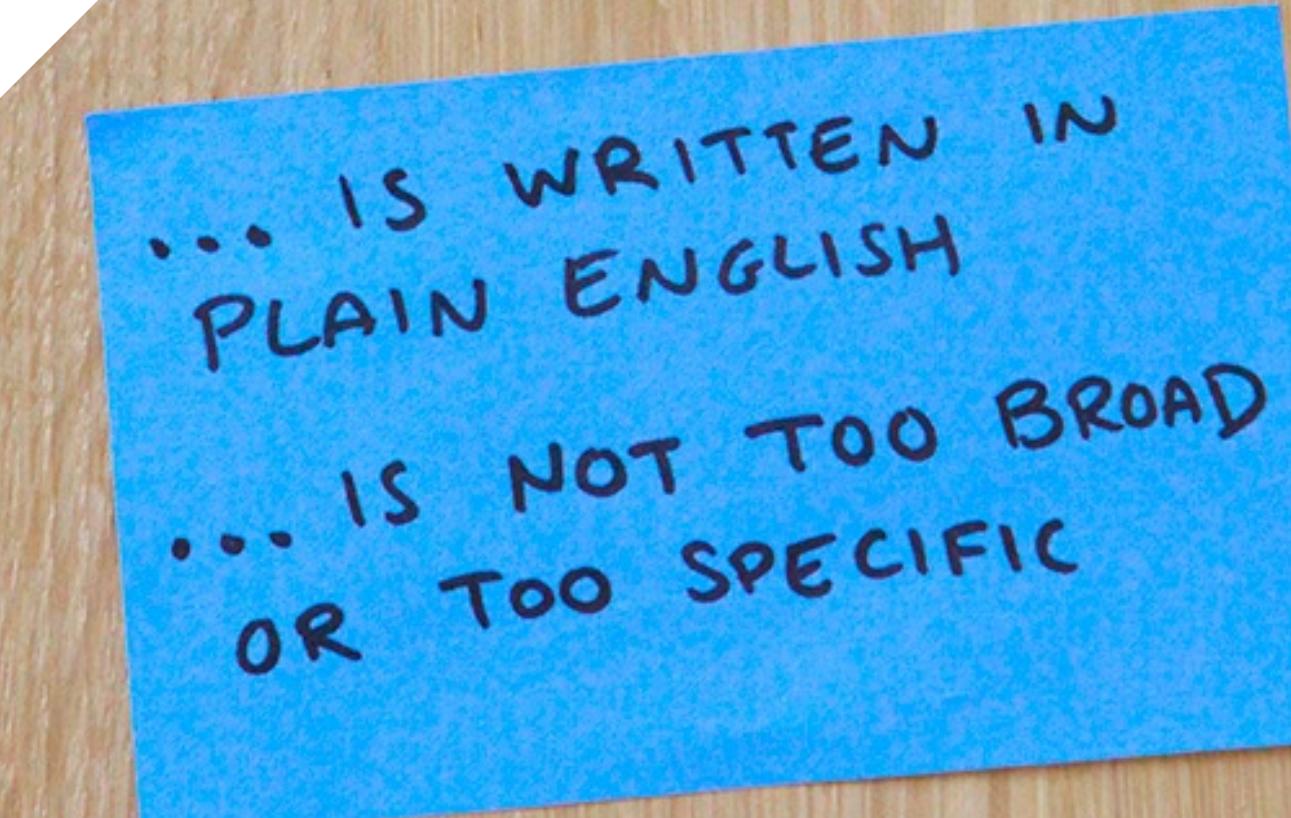
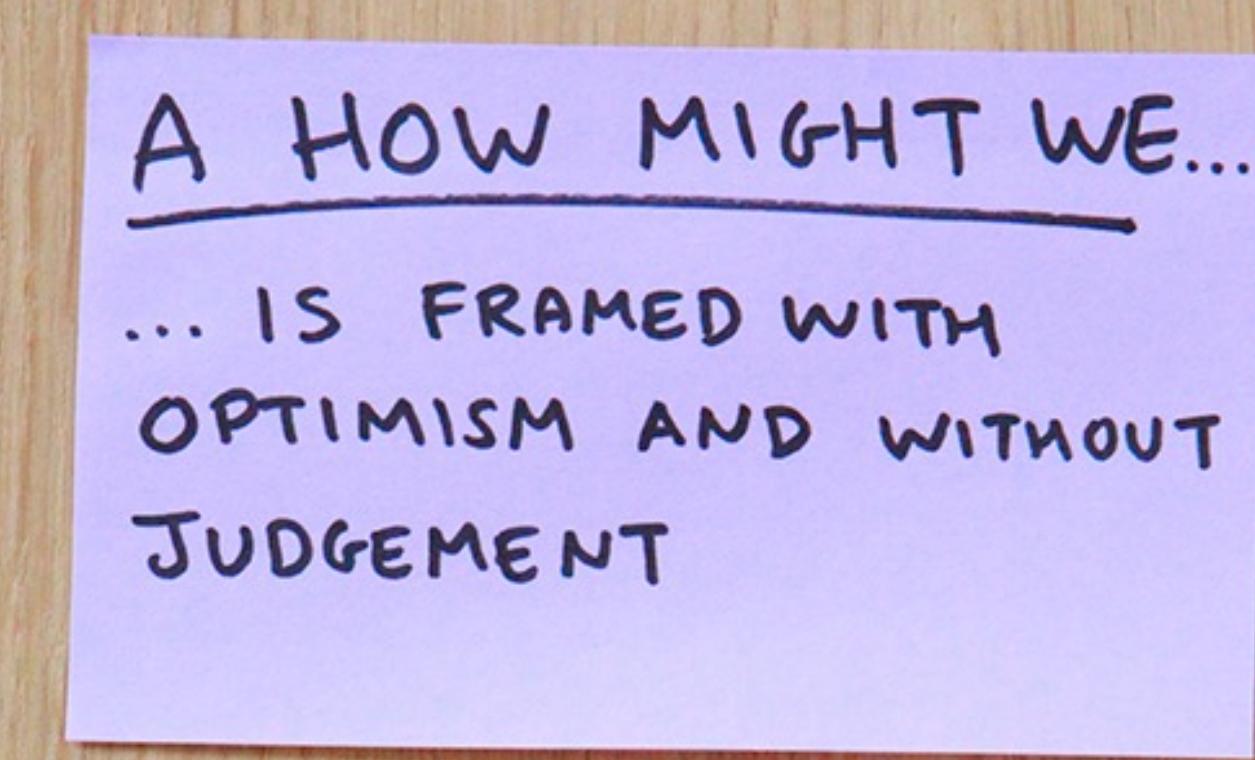
**I see an opportunity.**  
*What do I create?*

To make a successful brainstorming, there are rules to follow.

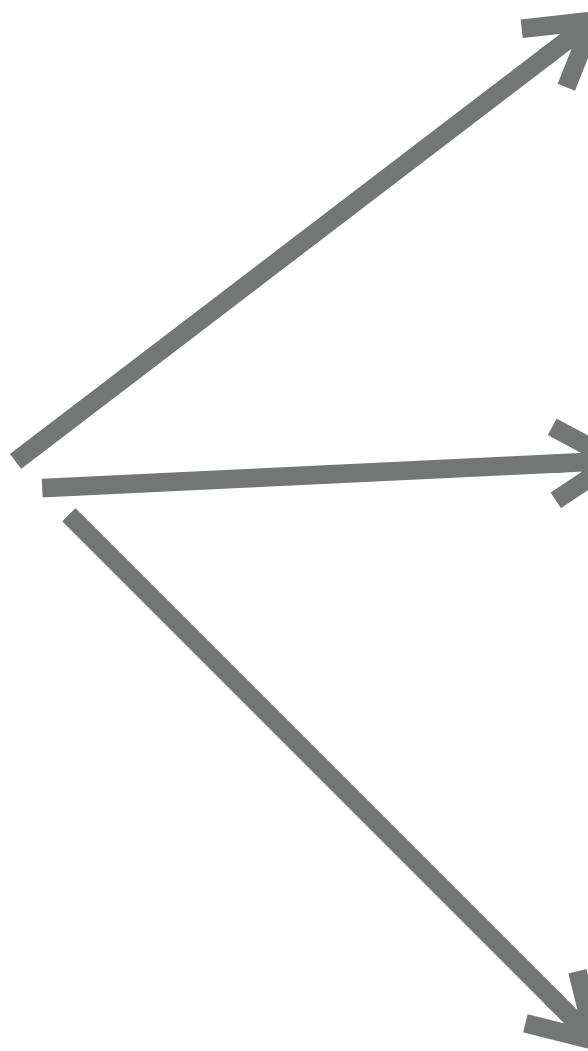
## SYNTHESIS

# Formulate *“How Might We...”* questions

Choose some opportunity areas and formulate the challenge in a positive way.



# HOW MIGHT WE QUESTION “我们可以”问题



*Simple sentence*

简洁明了

*Not too specific*

不钻牛角尖

*Not too broad*

不泛泛而谈

# HOW MIGHT WE QUESTION “我们怎么可以”问题



同济大学设计创意学院  
COLLEGE OF DESIGN AND INNOVATION TONGJI UNIVERSITY



## **Problem:**

*It's annoying that we need to take our body temperature everytime.*

***"How might we take our body temperature more conveniently?"***

### **Too specific**

*How might we use a wearable device that take the temperature with bluetooth?*

### **Too broad**

*How might we solve the problems of the coronavirus?*

# BRAINSTORMING: DEFINE THE "HOW MIGHT WE" QUESTION

## 头脑风暴：定义“我们可以”问题

Let's choose one of the problems discovered in the interviews and put it in the "How might we..." form.  
选择您在访谈中发现的问题之一，并将其放入“我们可以...”表格中。



# BRAINSTORMING RULES



There are no bad ideas at this point.  
There's plenty of time to judge later.

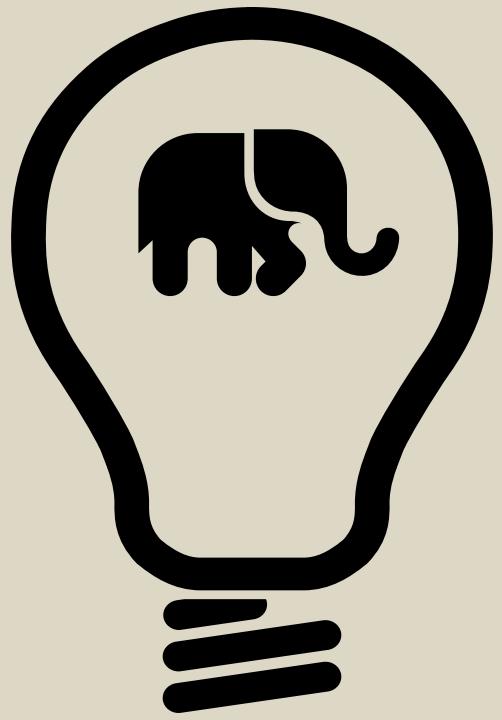
## GENERATING IDEAS

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Defer  
*judgement*  
勿先入为主

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It's the wild ideas that often provide the breakthroughs. It is always easy to bring ideas down to earth later.

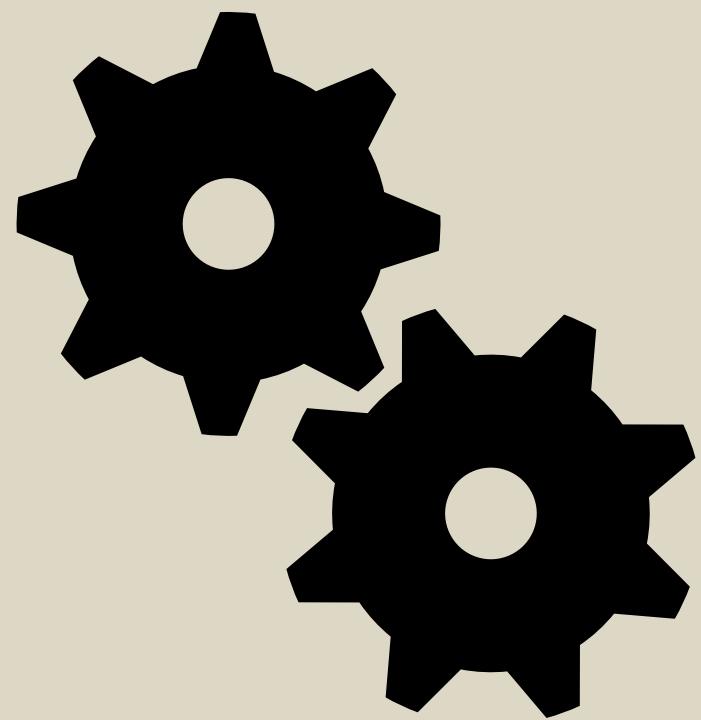
### GENERATING IDEAS

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Encourage  
*wild* ideas  
勿被条条框框束缚

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Think ‘and’ rather than ‘but’.

## GENERATING IDEAS

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*Build on the  
ideas of others*  
做加法而不是做減法

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You get better output if everyone is disciplined.

### GENERATING IDEAS

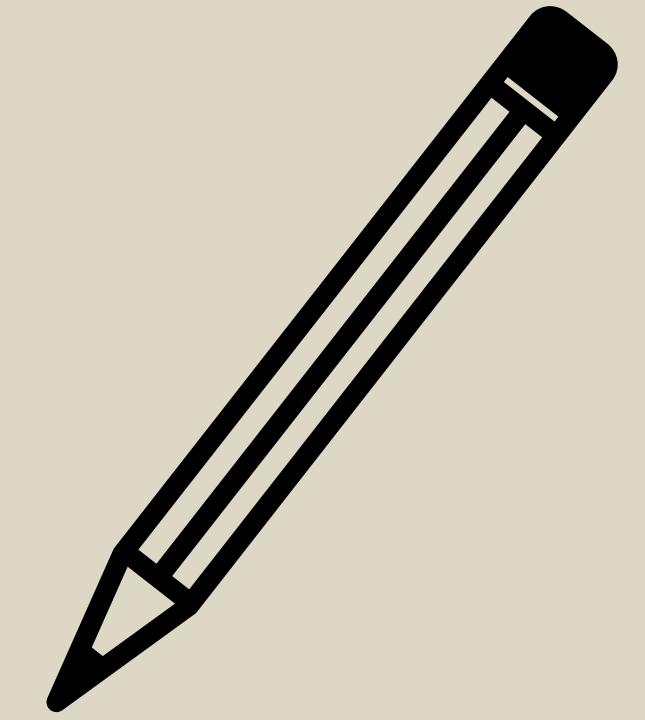
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*Stay focussed  
on the topic*

勿要离题

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Try to engage the left and right side of the brain.

## GENERATING IDEAS

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Be  
*visual*

让想法生动起来

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Communicate the essence,  
without a long speech.

## GENERATING IDEAS

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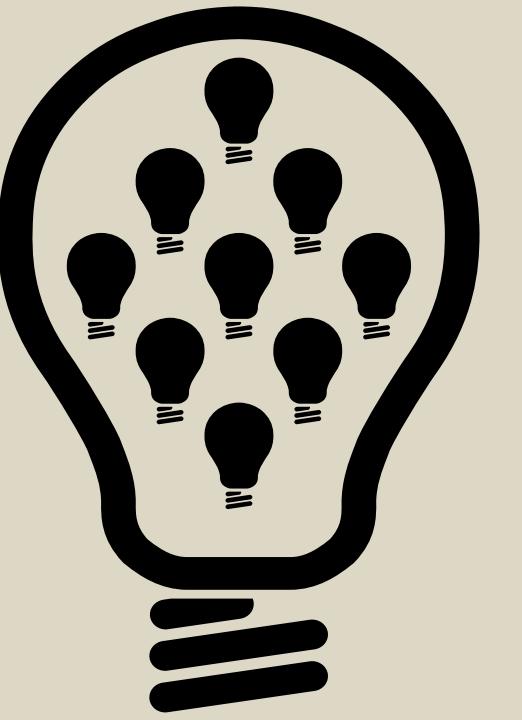
*Headline*  
your idea  
对idea提纲写领

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45

2

1



Set an outrageous goal and surpass it.

## GENERATING IDEAS

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Go for *quantity*  
(not quality)

质量大于数量

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# BRAINSTORMING FOR IDEAS

## Brainstorming **RULES**

**Defer judgement.** There are no bad ideas at this point. There will be plenty of time to narrow them down later.

**Encourage wild ideas.** Even if an idea doesn't seem realistic, it may spark a great idea for someone else.

**Build on the ideas of others.**  
Think “and” rather than “but”

**Stay focused on topic.** To get more out of your session, keep your brainstorm question in sight.

**Be visual.** Draw your ideas, as opposed to just writing them down. Stick figures and simple sketches can say more than many words.

**Go for quantity.** Set an outrageous goal—then surpass it. The best way to find one good idea is to come up with lots of ideas.

# BRAINSTORMING - 20 MINUTES

