

# Activity 7B – Ideation and Critique

For the past couple of weeks, we have discussed design and design thinking. We practiced ideation last week using a more structured activity, but this week we will practice a more open brainstorming session using the ideation, sketching, and critique approach from the textbook. You may want to have your Activity 6B worksheet handy during the brainstorm so you can revisit your design challenge and contextual inquiry insights.

## Step 1: Find Project Group Members

### Modifications for Remote Team Members

We are working to develop activities conducive to remote participation for this semester. If your team members cannot attend class today for whatever reason, here are some tips:

- Create a meeting in your group Teams channel and invite remote team members to attend virtually. They can participate in your group's discussion and actively contribute to your Google doc during class time
- Delegate tasks you cannot finish in class to your absent team members. If you are unable to collaborate on all sections in real time, you may assign out remaining work
- Please use the table in the following section to let us know how each team member will be participating in this activity today
- Note: The GTAs will review your notes in this worksheet regarding team member participation as well as user activity on the Google Doc. If team members are not contributing, they will be docked points. If there is a pattern of lack of contribution to the project reflected in activities and TMEs, non-participating team members will also be docked on project deliverables, up to and including receiving no marks if warranted. Please surface concerns about collaboration with your UTA coach or during office hours

## Team Member Participation

Please list the members of your group and whether or not each group member was present today in the classroom for the activity.

Group member name	Present? (Yes/No)	If absent, active remote participation? (Yes/No)
Jordan Rudman	Yes	
Harrison Gagnon	Yes	
Karthik Nair	Yes	
Kashan Raza	Yes	
Campbell Dalen	No	Yes

## Step 2: Personas

Select a persona to start from. Personas give us a fictional user to empathize with, which can help with initial ideation as well as critique. This may be from a prior activity or deliverable, or it may be new for this exercise.

### Background



Name: Bob Williams

Age: 18

Work role: Student

User class: Loner

Bio: Bob spends the majority of his day indoors, playing video games. He feels isolated from his peers due to a lack of interaction with them. He's always been shy and introverted and this has led to a lack of social skills. He's also physically overweight and doesn't exercise regularly. Recently, he's noticed how this affects his health more and more, as simple tasks become difficult.

Tagline: I want to start going outside and meet new people.

## Personality

Open to new experience	----- -----x-----	Closed to new experience
Organized and thoughtful	----- --x-----	Impulsive and unstructured
Social and outgoing	----- -----x-	Shy and quiet
Honest and kind to others	----- --x-----	Disagreeable and uncaring
Worried and anxious	-----x- -----	Relaxed and laid back

## Goals

- Improve social skills
- Be more active
- Make more friends

## Frustrations

- He wants to be outgoing, but his lack of social skills is preventing him from doing so.
- He feels like most outdoor clubs cater to people that already like going outdoors.
- He's self-conscious about his physical abilities.

## Step 3: Prep for Brainstorming

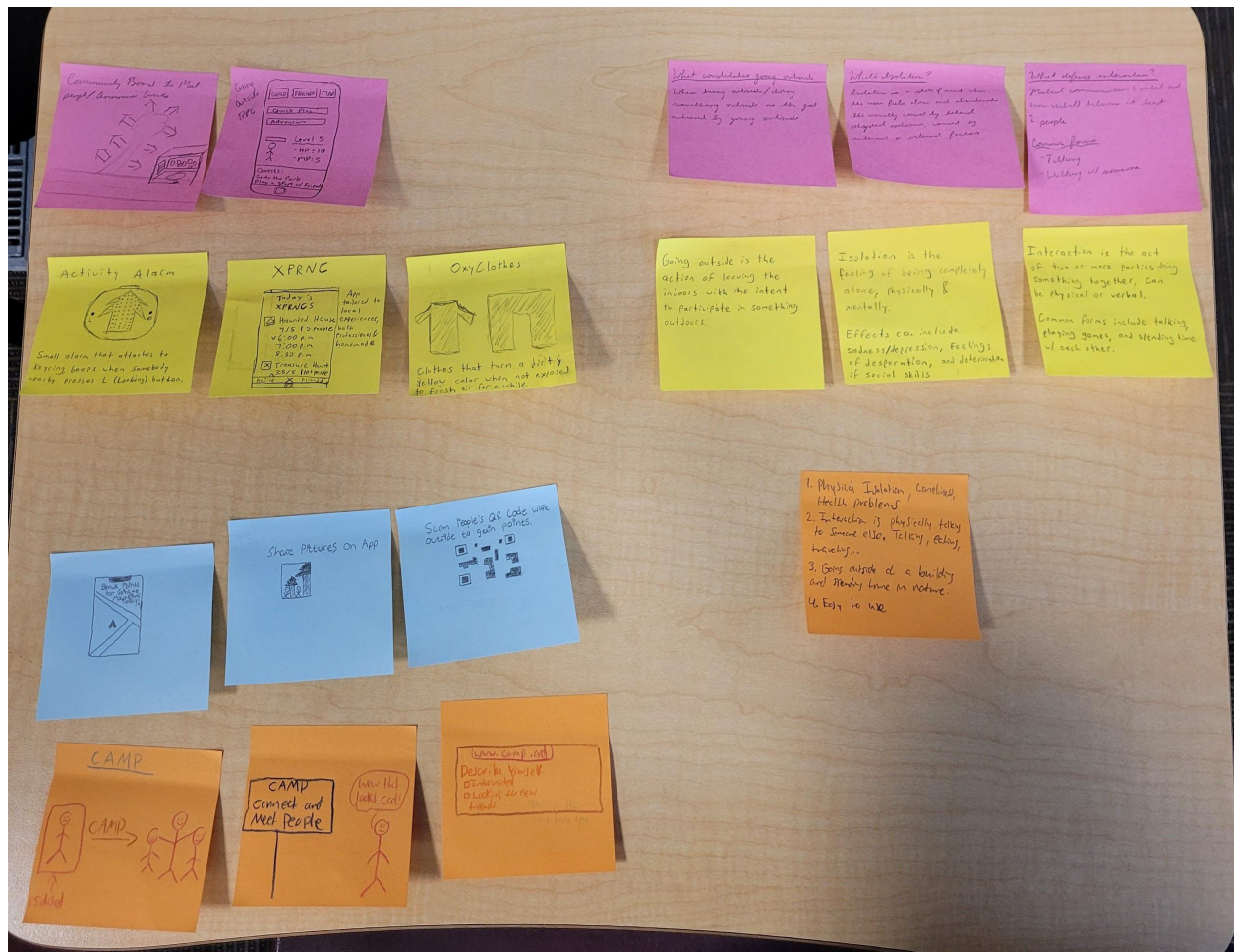
1. Identify a leader to help record and post ideas for the team to review; The leader should step in to ensure ideation and critique are not combined
2. Organize your thoughts; Have your notes and DIMs available for reference, as well as your Activity 6B worksheet that includes your design challenge and insights
3. Choose some thought questions to drive your brainstorm, and list them here. The following are some examples from the textbook ticket kiosk project, which you should replace with your own:

## Thought Questions

- What is isolation? What are the effects of it?
- What defines "interaction"? What are some common forms of it?
- What constitutes going outside?
- Why would users choose to use CAMP?

### Step 3: Brainstorming (with sketching)

Note: There is no “right way” or “right direction” for your brainstorming sessions, especially early on. You may consider the physical materials/location of a solution, the emotional impact you are looking for, potential wants/needs of users, how the solution fits in a community, social/environmental impact, elements of interaction, and more. But what we want to avoid is solutionism!



## Step 4: Critique

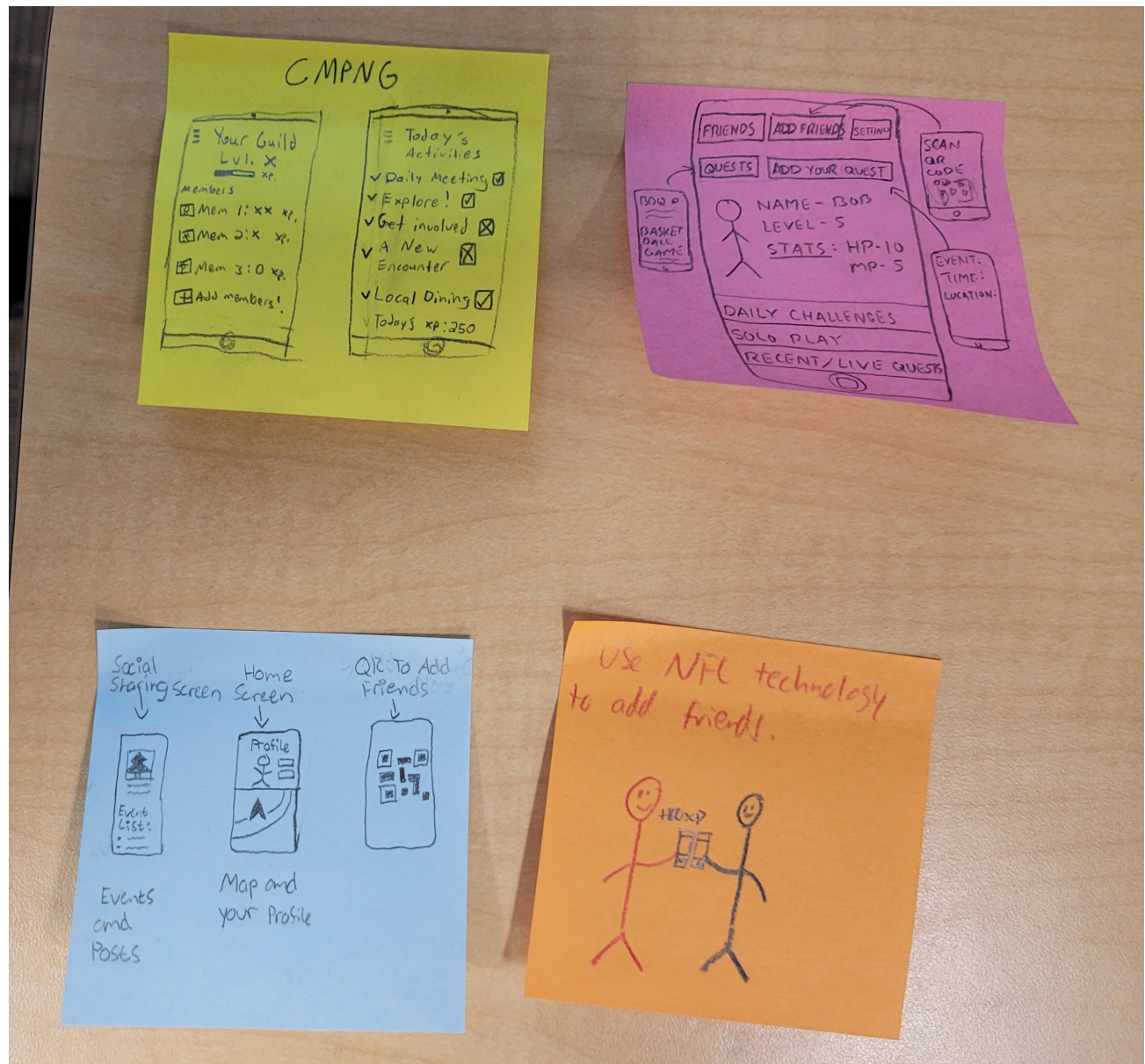
Top 5 insights:

- A lot of our ideas could be consolidated
- An app was a common theme amongst our ideas
- Our definitions of interaction were slightly different
- We had very similar ideas about isolation and its effects on people
- Community-based solutions were popular



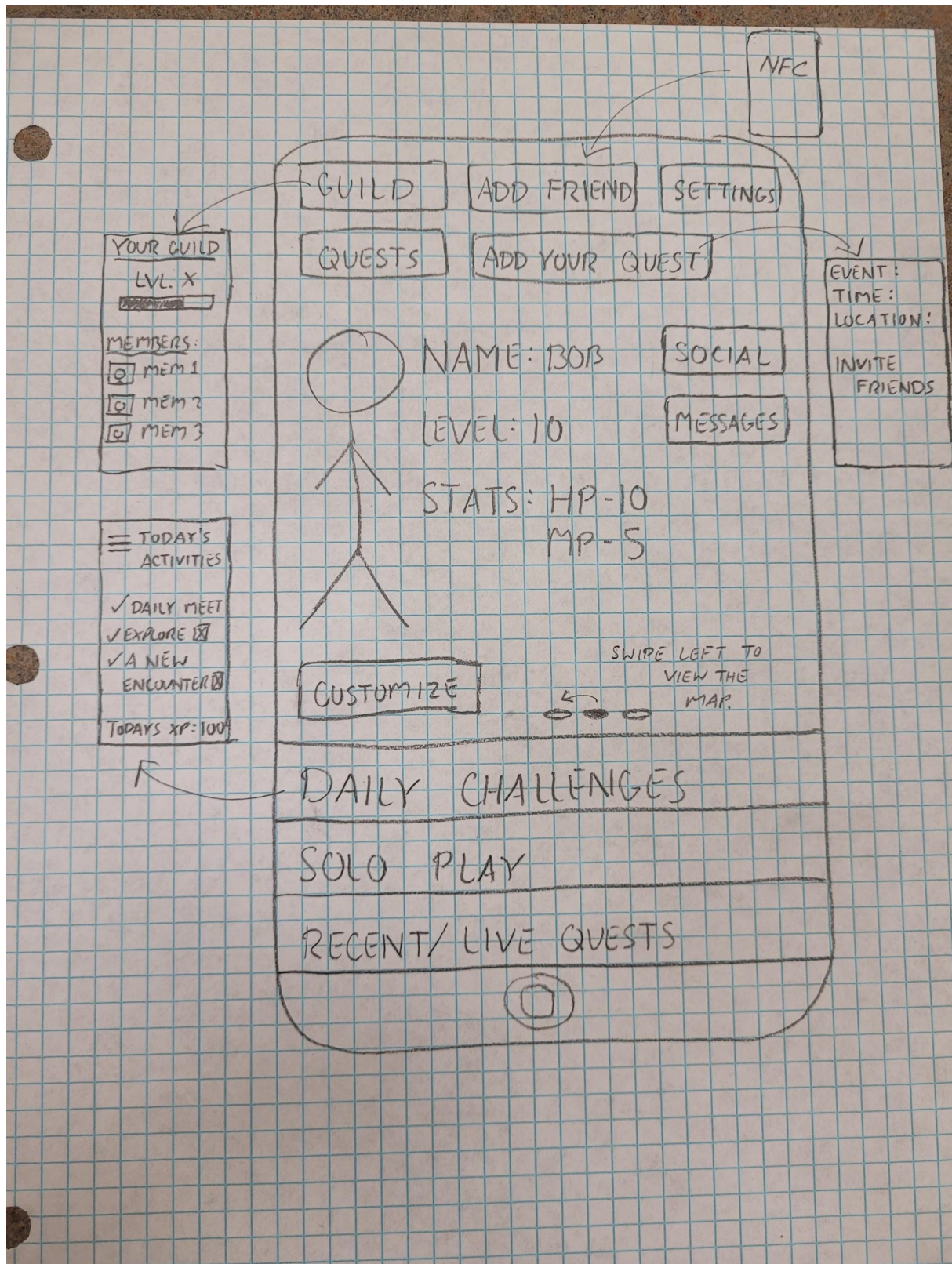
Our persona would likely love to use an app to get in touch with people since he is very familiar with using technology. An all-in-one app would make it easy for him to transition into being a more social person and achieving his goals.

## Step 5: Brainstorming (with sketching)





## Step 6: Critique (and selection)



We designed an app to turn real-life events into an RPG-esque game. Users can create a guild with their friends and accrue XP by doing events with them in the real world. To initiate interactions with people, users must tap their phones to each other to be added to their friend list (using NFC) and a daily quest in the app is to add a new friend. The app is also able to display local events (both professional and user-made) that can have attendance tracked by GPS location. To facilitate connection, there is a leaderboard of the guilds with the highest XP in your area (also state/province, country, global leaderboards). This competition on both a local and global scale motivates people to use the app when doing activities and to keep using it and getting involved.