Ideation

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What are bad ideas?

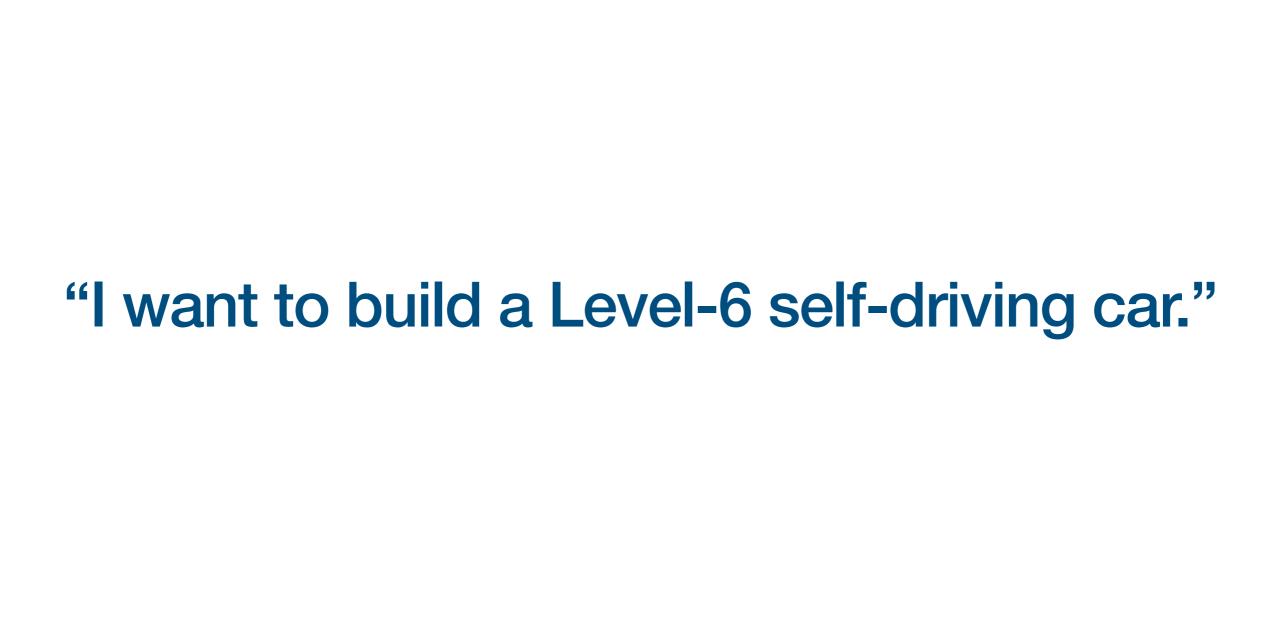"AI is cool. What problem can AI solve?"

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SISP: Solution In Search of a Problem

"I want to end global warming. I will build a chatbot to report temperature."

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Vague problem statement leads to irrelevant solution.

"I want to build a Level-6 self-driving car."

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Hard problem, limited skills, not an idea for your team

Recipes for good ideas

Your goal

A product that solve a **real problem** for your **target users**.

Recipe #1

Start with a problem you've personally encountered

Recipe #1

01 Think of every job you have had
(+ internship + life experiences).

02 What are problems or opportunities
you've been in a special position to see?

Recipe #2

Think of things you personally wish existed

But… why not?

Recipe #3

Look for things in the world that have changed recently

Recipe #4

Look for new variants of successful ideas

Recipe #5

Talk to people and ask them what problems they have

Recipe #6

01 Pick an idea space (X for Y).

02 If you aren't an expert, turn yourself into one

03 Ask people in this space / industry for existing problems

Ideation framework

Step 1: structure your idea(s) in the following order.

1. Summary of your idea: we want to build <product> for <users> to solve <problems>, so that they can <impact>.

2. What's the problem?

3. Who are the users?

4. How are they solving the problem now?

5. What's your proposed solution?

6. How is your proposed solution better than the existing ones?

Step 2: evaluate if the idea is for you

1. Is there a domain expert in your team?

2. Do you know or have access to **many** potential users?

3. Are you a user of an existing solution?

4. Do you have the technical competency to build it?

5. Do you want to build this?

Activity I: Know Thyself (30 min)

Discuss the following topics and document them in Teams notebook

- Introduce yourself to other members

- Share what areas you are most excited working on

- Share your technical competency and ideal responsibility

Activity II: Ideation (60 min)

- Use the above framework to come up with 2-3 ideas

  - Structure an idea

  - Evaluate the idea

- Organise the ideas and document them in your Teams notebook

Your sprint starts now.