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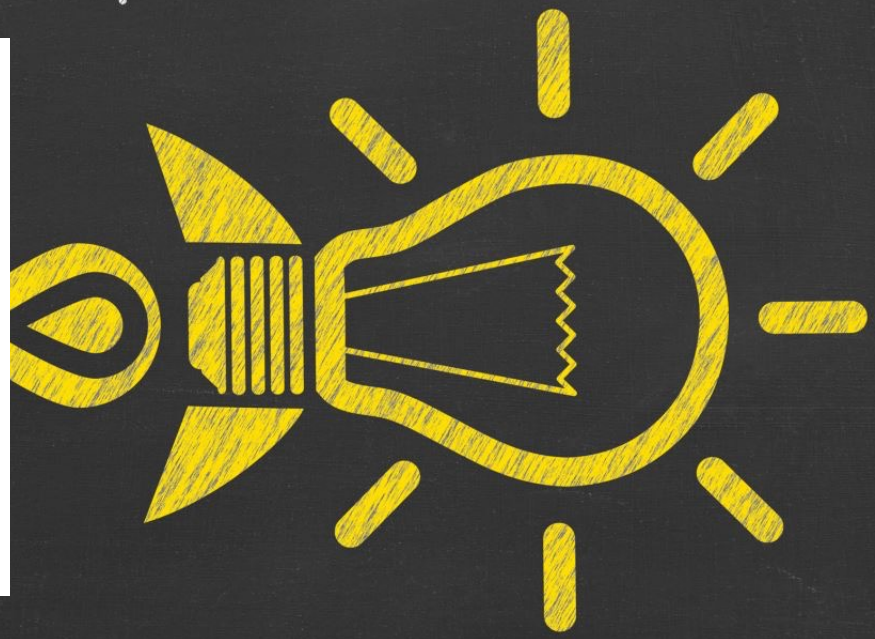
HCD402
Module 5: The Art of Ideation

The Art of Ideation



Agenda

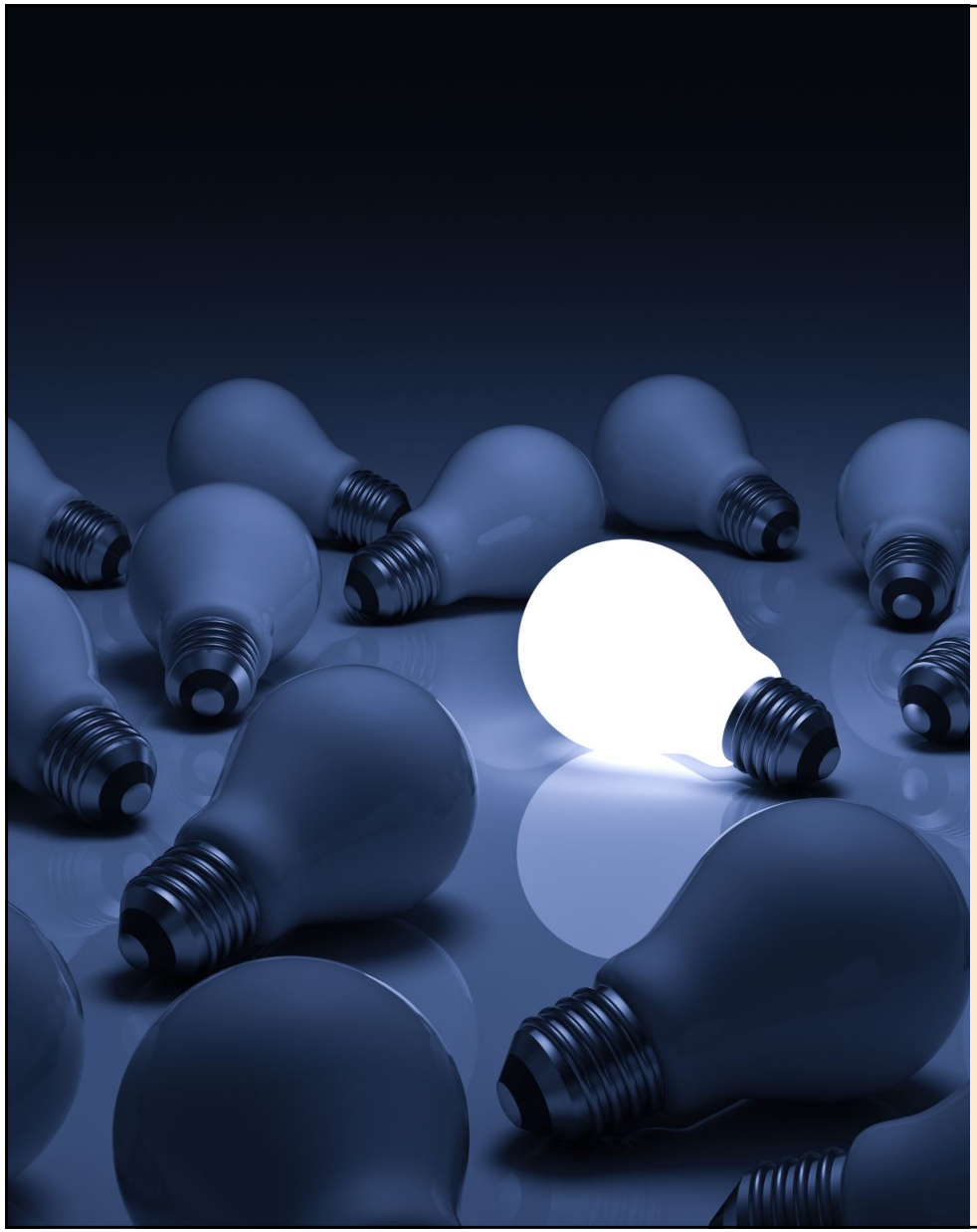
- Introduction
- Ideation and Product Development
- What is Ideation?
- Ideation Techniques and Processes
- Understanding the Problem Space
- Characteristics of Effective Ideation
- Creating an Ideation-Friendly Environment
- Combining Inspiration and Ideation
- Case Studies
- Conclusions
- Q&A

Introduction

- Importance of Ideation in Product Development
- Understanding the Value of Dialogue and Time in Ideation
- Balancing Profit Optimization with Creative Development
- Challenges in Developing an Effective Ideation Process

Ideation and Product Development

- Ideation as a Crucial Component of Product Development
- Nurturing Ideas into Fully-Fledged Products
- Importance of Constant Dialogue in Ideation
- Impact of Ideation on Company Developments

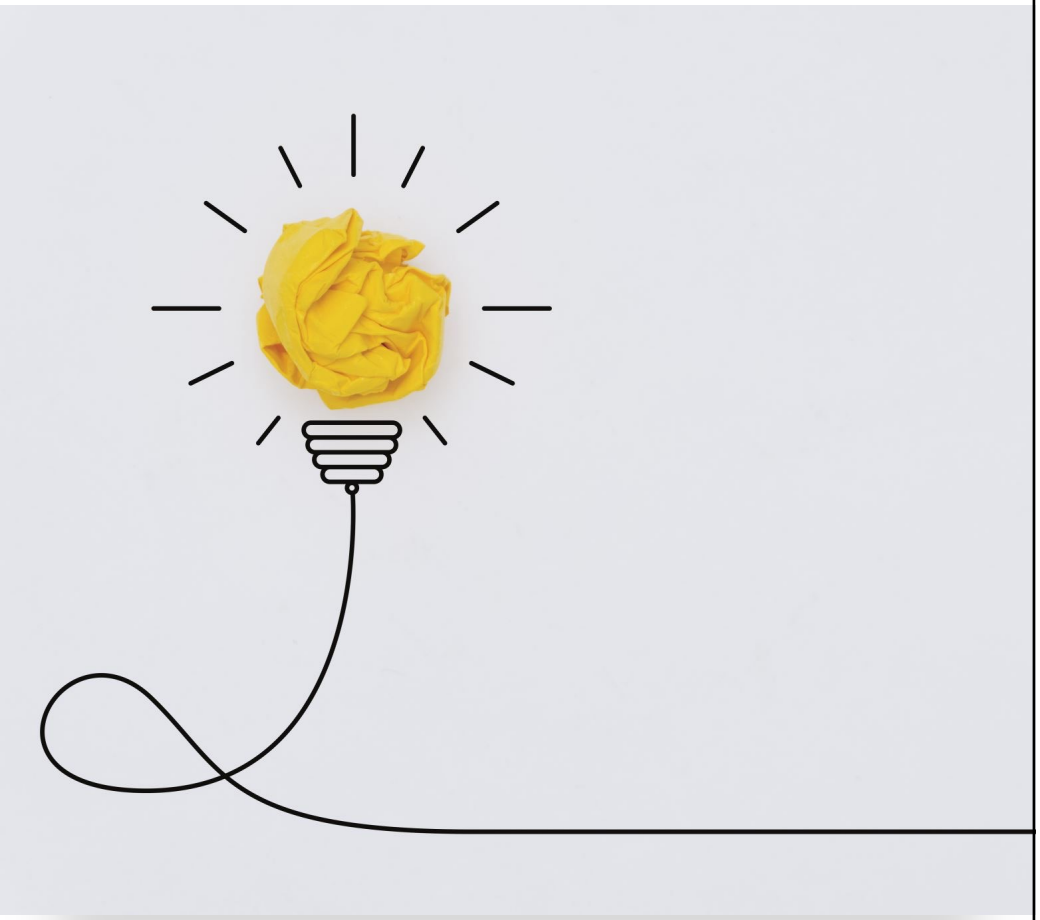


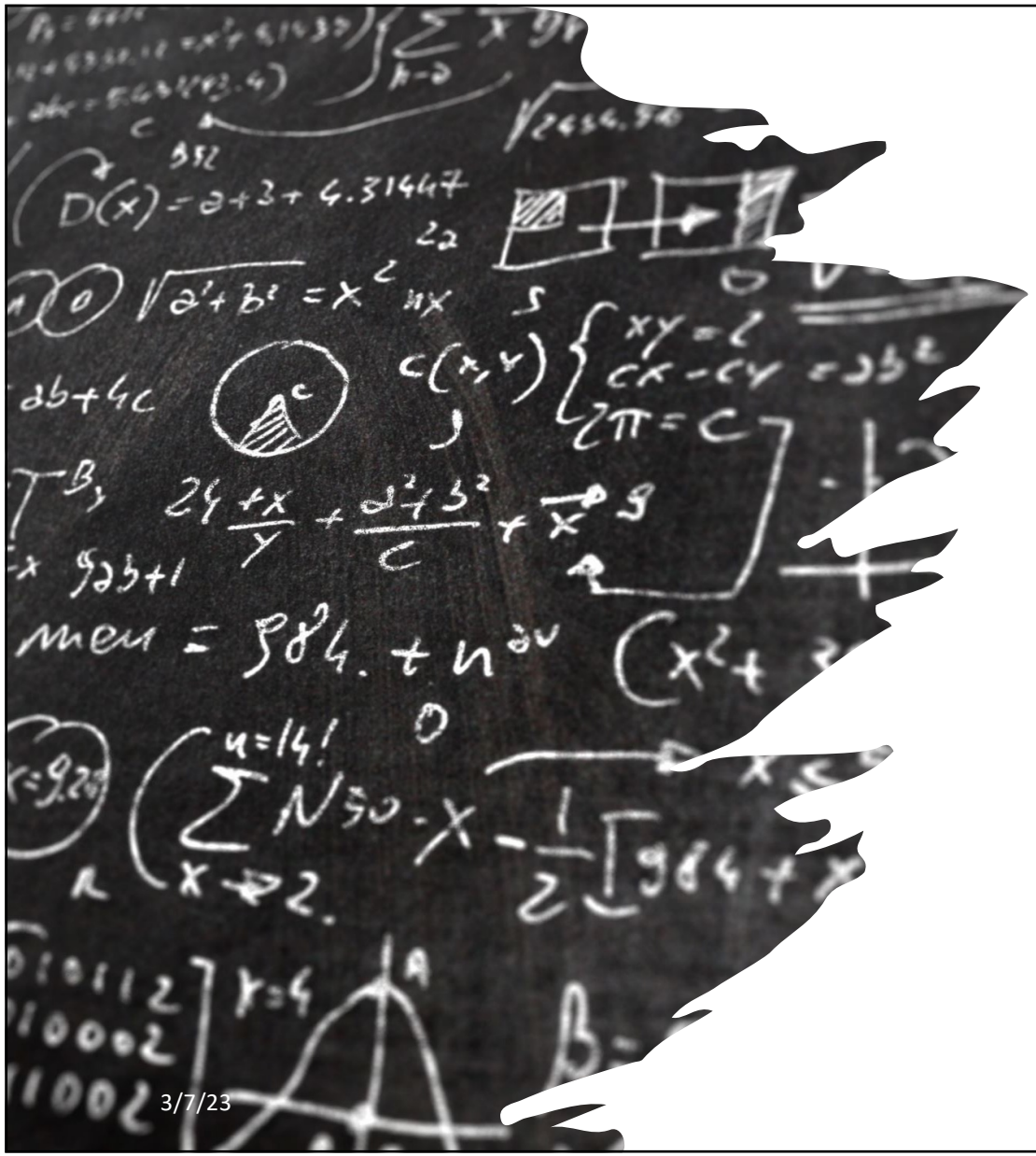
Human-Centered Design and Ideation

- Integrating Human-Focused Approach in Ideation
- Empathetic Ideation for Better Solutions
- Understanding User Needs and Pain Points
- Aligning Ideation with Human-Centered Design Principles

What is Ideation?

- Ideation in the Design Process
- Ideation as a Creative Phase
- Purpose of Ideation in Human-Centred Design
- Linking Ideation to the Inspiration/Empathise and Implementation Stages





Ideation Techniques and Processes

- Diverse Approaches to Ideation
- Examples of Ideation Processes: Paper Prototypes, Example Pitches, Diagrams, Lists, etc.
- Optimizing Teams through Effective Ideation Processes
- Case Studies of Successful Ideation Systems in Software Development

Ideation Techniques

- Brainstorming
  - Rules of Brainstorming
  - Divergent Thinking
  - Convergent Thinking
- Mind Mapping
- Storyboarding
- SCAMPER Technique
- Role Playing
- Crazy Eights
- Six Thinking Hats

Developing an Effective Ideation Process

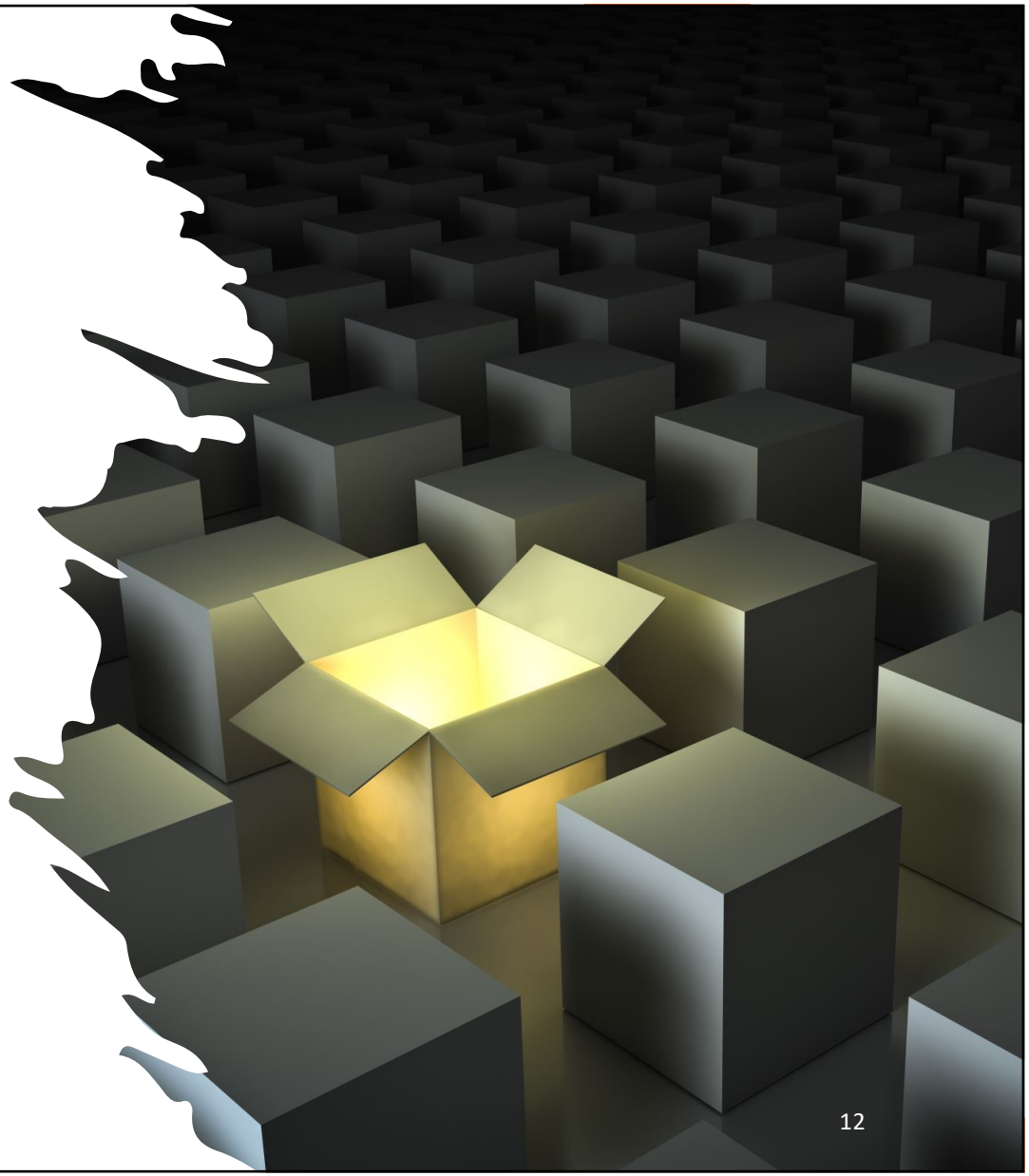
- Challenges in Creating an Effective Ideation System
- Addressing Differences in Team Composition
- Balancing Creativity and Structure in Ideation
- Key Considerations for Building an Effective Ideation Process

Understanding the Problem Space

- Importance of Understanding the Problem
- Defining the "Problem Space" in Product Development
- Gathering Information: Surveys, User Observations, Test Cases, etc.
- Limitations of Information at the Initial Stage

Characteristics of Effective Ideation

- Open-Mindedness and Non-Judgmental Atmosphere
- Encouraging Wild and Out-of-the-Box Ideas
- Building on the Ideas of Others
- Fostering Collaboration and Teamwork
- Quick and Iterative Process



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Creating an Ideation-Friendly Environment

- Setting the Right Atmosphere: Creating Inspiring Spaces
- The Role of Facilitators: Encouraging Participation and Creativity
- Providing the Right Tools and Materials: Post-its, Whiteboards, Prototyping Kits
- Time Management in Ideation Sessions: Structured Timeframes for Idea Generation
- Capturing and Documenting Ideas: Digital Collaboration Tools and Idea Repositories

Empathy in Ideation

- Understanding the Importance of Empathy in Ideation
- Putting Yourself in the User's Shoes: How Empathy Drives Human-Centred Solutions
- Designing for Diverse Users and Perspectives: Addressing Inclusivity and Accessibility
- Addressing Unmet Needs and Pain Points: Identifying User Challenges and Aspirations

Combining Inspiration and Ideation

- Linking the Inspiration/Empathise and Ideation Stages
- Using Insights from Empathy to Inform Ideation: How Empathy Sparks Creative Solutions
- How Empathy Enhances the Ideation Process: Bridging the Gap Between Users and Designers
- Real-World Examples of Empathy-Driven Ideation: Case Studies Highlighting Human-Centred Innovations

Tools to Support Ideation

- **Digital Collaboration Platforms**: Virtual Brainstorming and Co-Creation
- **Whiteboards and Sticky Notes**: Analog Ideation and Idea Mapping
- **Design Thinking Software**: Digital Prototyping and Iterative Ideation
- **Virtual Reality and Prototyping Tools**: Immersive Idea Visualization
- **Creative Drawing and Sketching Apps**: Expressive and Quick Idea Visualizations

Overcoming Ideation Challenges

- Identifying and Addressing Idea Blocking
- Balancing Quantity and Quality of Ideas
- Navigating Through Constraints and Limitations
- Building Consensus and Moving Forward with Selected Ideas

Refining and Selecting Ideas

- Filtering and Prioritizing Ideas
- Concept Testing and Validation
- Iterative Refinement Process
- Involving Stakeholders in the Selection Process

Communication and Personal Initiative in Ideation

- The Role of Communication in Idea Generation
- Encouraging Open Communication and Collaboration
- Nurturing Personal Initiative and Ownership of Ideas
- Fostering a Creative and Supportive Ideation Environment

Integrating Ideation throughout the Design Process

- The Role of Ideation in Different Stages of Product Development
- Continuously Refining and Building on Ideas
- Incorporating Feedback in the Testing Phase
- Iterative Ideation for Continuous Improvement

Ideation in Practice - Case Studies

Case Study 1: Airbnb

- **Challenge**: Enhancing the Guest Experience
- **Ideation Process**: Brainstorming and Prototyping
- **Outcome**: Introducing "Experiences" - Guided Tours and Activities Led by Locals
- **Impact**: Increased Engagement and Diversified Revenue Streams

Case Study 2: Apple

- **Challenge**: Designing User-Friendly Interfaces
- **Ideation Process**: Iterative Design Thinking
- **Outcome**: Introduction of the Multi-Touch Interface for iPhones and iPads
- **Impact**: Revolutionizing User Interaction and Setting New Industry Standards

Case Study 3: IDEO

- **Challenge**: Redesigning the Shopping Cart Experience
- **Ideation Process**: Observation, Brainstorming, and Rapid Prototyping
- **Outcome**: The "Deep Dive" Shopping Cart Concept
- **Impact**: Enhanced User Experience and Streamlined Shopping Process

Ideation for Innovation

Case Study 4: Google

- **Challenge**: Improving Internet Accessibility in Remote Areas
- **Ideation Process**: Design Sprint - Brainstorming, Prototyping, and Testing
- **Outcome**: Project Loon - High-Altitude Balloons for Internet Connectivity
- **Impact**: Connecting Remote Communities and Bridging the Digital Divide

Case Study 5: LEGO

- **Challenge**: Expanding the LEGO Product Line
- **Ideation Process**: Co-Creation with Fans and Creative Play Sessions
- **Outcome**: LEGO Mindstorms - Programmable Robotics Kits for Children
- **Impact**: Inspiring Creativity and STEM Education in the Younger Generation

Conclusion

- Reinforcing the Importance of Ideation in Human-Centred Design
- Encouraging Continuous Learning and Improvement in the Ideation Process
- Recap of Key Points on Ideation in Product Development
- Emphasizing the Importance of Dialogue, Understanding, and Creativity
- Encouraging the Adoption of Human-Centered Design Principles in Ideation
- Inspiring Effective Ideation to Drive Innovation and Product Success

Q&A

Thanks for your attention!