



“Ideation is the mode of the design process in which you concentrate on idea generation. Mentally it represents a process of “going wide” in terms of concepts and outcomes. Ideation provides both the fuel and also the source material for building prototypes and getting innovative solutions into the hands of your users.”



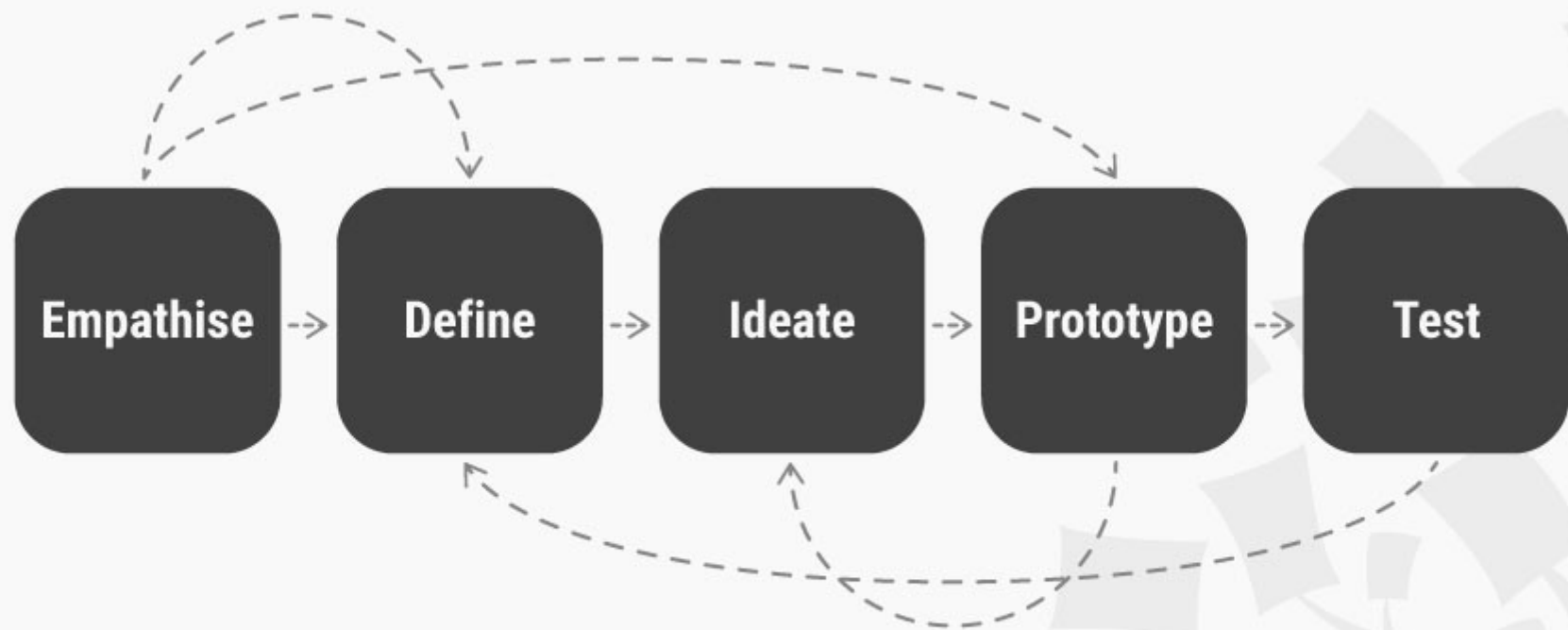
Ideate



Thinking Creatively

The ideate stage of design thinking is where creativity shines!





Even though Design Thinking is not a linear process, it is crucial to take into account the first two stages or modes in Design Thinking before you start ideating. If you neglect to take these two modes and their guidelines into account before an Ideation session, you risk becoming lost. The Empathise and Define guidelines will help you develop the sufficient background knowledge and set a clear goal for your ideation sessions.

Example

- Imagine you're on a team of Apple designers tasked with finding a new type of headphones that will appeal to your users. In a market flooded with different types of headphones--small large, corded, cordless--how will you possibly come up with a unique idea?



- Suggest some new tactics to spark the team's creativity.
- First, group tries brainstorming, which is simply throwing out any and every idea that comes to mind without evaluation or judgment.
- A second creative session calls for **crowdstorming**, or asking the general public for their ideas.
- Last, group attempts **bodystorming**, where you take an existing pair of headphones to a local pool to role play and get more good ideas flowing.



The Ideate Stage

- The term "ideate" is a fancy way of saying that you want to come up with ideas.
- The point in the design process where you come up with a large volume of ideas in an effort to find and implement the most creative one. The purpose of the ideate stage is to push for the widest range of ideas that can be implemented in later stages.
- The ideate stage is important because it's when a design team moves from understanding and defining consumer problems to coming up with solutions for those needs.
- Without the ideate stage, problems remain just that: problems. And products may be created that are neither needed or wanted in the market. Ideating allows a design team to consider creative ways to address the needs that consumers have highlighted in the Empathize stage (stage 1) and more clearly outlined in the Design stage (stage 2).



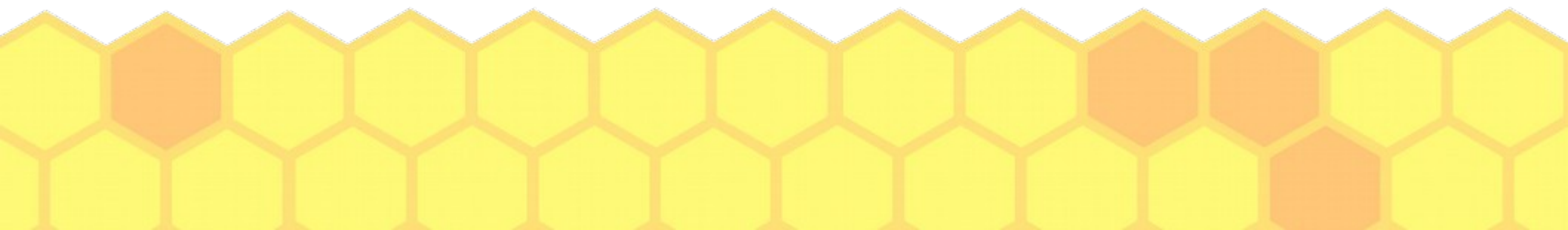
Ideation

- Ideate component of design thinking process is the most interesting and perhaps, the most rigorous as well.
- In Ideate, a design thinker is supposed to bring to the table as many ideas as possible. While brainstorming for ideas, it is not checked whether the idea is possible, feasible, and viable or not. The only task of thinkers is to think of as many ideas as possible for them.



- During Ideation, the aim is to generate a large quantity of ideas that the team can then filter and cut down into the best, most practical or most innovative ones in order to inspire new and better design solutions and products.
- In this process, design thinkers also resort to the use of boards, sticky notes, sketching, chart papers, mind maps, etc.
- Design thinkers also build on the ideas of other design thinkers. All solutions suggested by design thinkers are brought to the table and thought over.





Ideation Will Help You

- Ask the right questions and innovate with a strong focus on your users, their needs, and your insights about them.
- Step beyond the obvious solutions and therefore increase the innovation potential of your solution.
- Bring together perspectives and strengths of your team members.
- Uncover unexpected areas of innovation.
- Create volume and variety in your innovation options.
- Get obvious solutions out of your heads, and drive your team beyond them.





Generate new and innovative solutions during the design thinking ideate stage

Ideation

- The key is to increase the potential, uniqueness, and effectiveness of your solution.
- The best way to do this is to be open to any and every suggestion.
- There are tons of ideation methods that can help you achieve your desired outcome; mind maps, bodystorming, sketches, prototypes, brainstorming, braindumps, storyboards, etc.



Ideation Methods to Spark Innovative Ideas

- Brainstorm
- Crazy eights
- Braindump
- Brainwrite
- Brainwalk
- Mindmap
- Storyboard
- Bodystorm
- Gamestorming
- Crowdstorm



Brainstorming

- Brainstorming is one of the oldest tricks in the book when it comes to generating new ideas as a group.
- In a brainstorming session, you verbally bounce ideas off of each other in the hopes of finding a blended solution.



Brainwriting

- An alternative to traditional brainstorming is brainwriting. Instead of verbally sharing ideas, participants write down their ideas before passing them on to someone else. The next person reads these ideas and adds their own, and so the process continues until each person's ideas have done a full rotation. All ideas are then collected and placed in front of the group for discussion.



Bodystorming

The bodystorming technique gets you to physically experience a situation in order to spark new ideas. If you're struggling to get close to the problem, bodystorming is a great way to generate genuine user empathy. How does it work? You set up a physical experience resembling the problem you are trying to solve, using people, props, or a digital prototype. Based on your own interactions with, and reactions to, this environment, it may be easier to come up with ideas.



Brainwalking

- This is the more dynamic, physical version of brainwriting.
- Instead of passing pieces of paper around the room, the designers themselves move between different “ideation stations”. Just like brainwriting, they’ll add their own ideas before moving on to the next station.



Mind Map



Mind Map

- Mind maps are visual diagrams used to represent words, ideas, tasks or other items linked to and arranged around a central keyword or idea.
- Often, colours and drawings add to the visualization.



Crazy eight



Crazy eight

This is a sketching technique that aims for quantity rather than quality; it's about generating a vast number of ideas and is great for both designers and non-designers.



Story boarding



Story boarding

- Storyboarding is about arranging and categorizing ideas and solutions in a linear format and order.
- It's best done after brainstorming to generate ideas.

