



Ideation

MAD9034

Introduction to
User Experience Design

Warm-up project
User Research | Analysis
week 1 of 3

Warm-up project
Ideation | Prototyping
week 2 of 3

Warm-up project
Testing | Presentation
week 3 of 3

UX Design Process

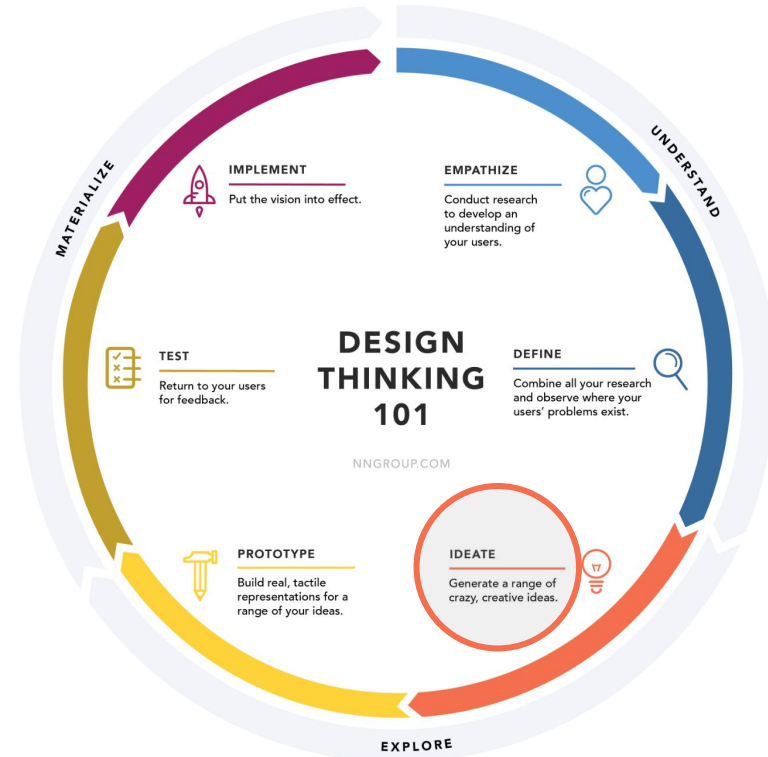
Ideation

- Empathize
- Define
- Design/Ideate

Experience and explore possible solutions

- Ideation
- Scenario Mapping
- User task flow diagram
- Wireframes (UI layout/user flow)
- Interaction design
- Visual design

- Prototype
- Test
- Implement + Measure



Ideation

Definition and Goals

Ideation is a creative process intended to generate many ideas.

Goals

- Ask questions, innovate, think outside the box, explore ideas “blue sky” without any restrictions (time, resources, technical limitation, budget, etc).
- Bring together **perspectives of multiple stakeholders**
- Uncover unexpected areas of innovation
- Generate a **large volume of ideas** to build on

Ideation is NOT design-by-committee.

Ideation

Principles of Ideation

- Open mind
- Volume
- Divergent thinking
- No wrong ideas



[Image source](#)

Ideation

A selection of ideation techniques

- Brainstorming (group)
- Braindumping or Post-up (individual)
- Storyboarding
- Challenging assumptions
- Worst possible idea
- SCAMPER
- Role playing
- Co-design

[Foundational Workshop Activities](#)

[Introduction to the Essential Ideation Techniques at the Heart of Design Thinking](#)

Ideation Techniques

Brainstorming

- Generating ideas in a group
- Leveraging the group's diversity
- Building on one another's ideas

[Brainstorming](#)



[Image source](#)

Ideation Techniques

Braindumping

- Similar to brainstorming, but done individually
- Simply write down your own ideas
- Combine ideas and build on them

[Foundational Workshop Activities](#)



[Image source](#)

Ideation Techniques

Storyboarding

- Develop a story related to the problem you're solving
- Bring the situation to life
- Explore different scenarios to see where the story goes

[Storyboards Help Visualize UX Ideas](#)

[The Role of Storyboarding in UX Design](#)



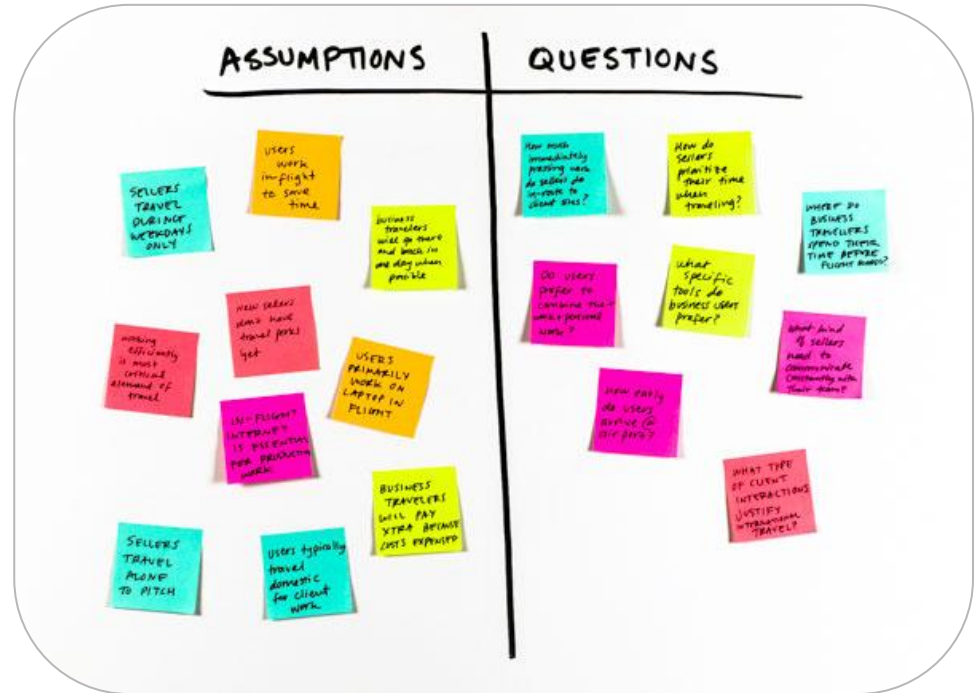
[Image source](#)

Ideation Techniques

Challenging Assumptions

- Step back and consider the assumptions you have about the product
- Try to get 'unstuck' of current thinking
- Are constraints truly constraints, or just what we're used to?

[Learn How to Use the Challenge Assumptions Method](#)



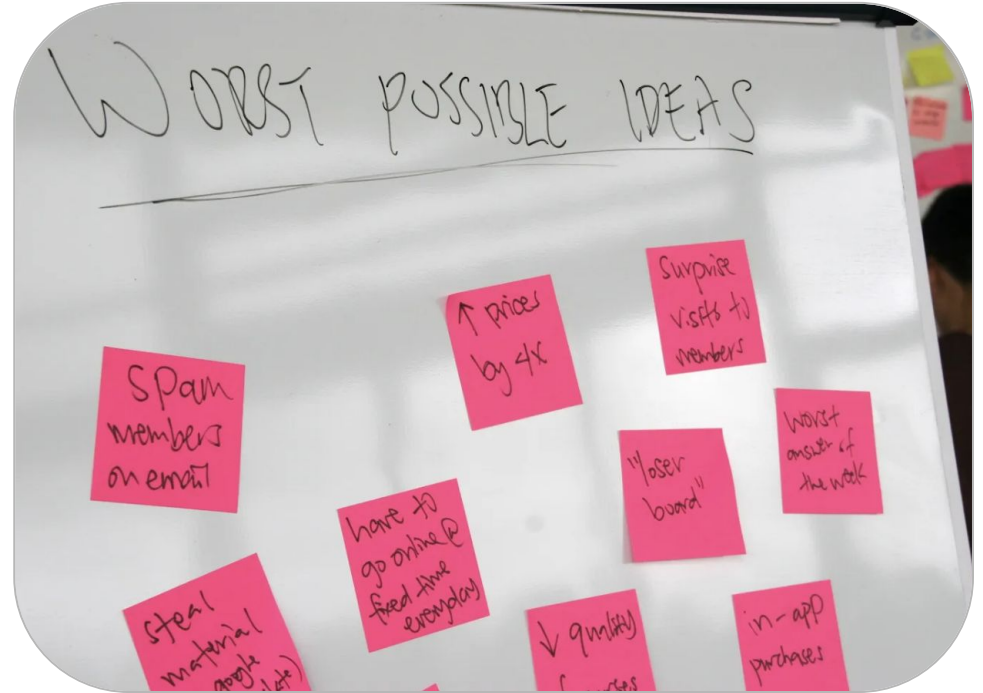
[Image source](#)

Ideation Techniques

Worst Possible Idea

- Flip brainstorming on its head
- Bad, silly ideas to train the mind to think differently
- Easier to critique - low personal commitment

[Worst Possible Idea](#)



[Image source](#)

Ideation Techniques

SCAMPER

- Substitute
- Combine
- Adapt
- Modify
- Put to another use
- Eliminate
- Reverse



Ideation Techniques

Role Playing

- Changes how participants think about something
- Develops new thoughts and ideas
- Can be uncomfortable for some
- The role of the system or another person

[Foundational Workshop Activities](#)

ROLE PLAYING

NN/g

Goal

Deliberately challenge how participants naturally approach a problem to help them develop new thoughts and ideas

People

1-30 people

Timing

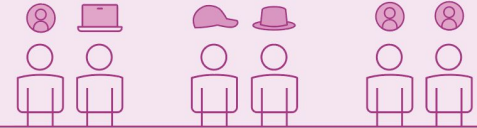
3-20 minute generation
5-20 minute review

Tips

- Expect discomfort
- Make it fun

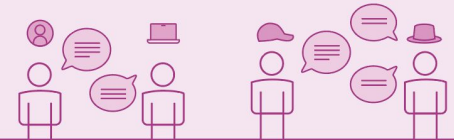
1

Assign roles and scripts



2

Act it out and identify new insights and ideas



[Image source](#)

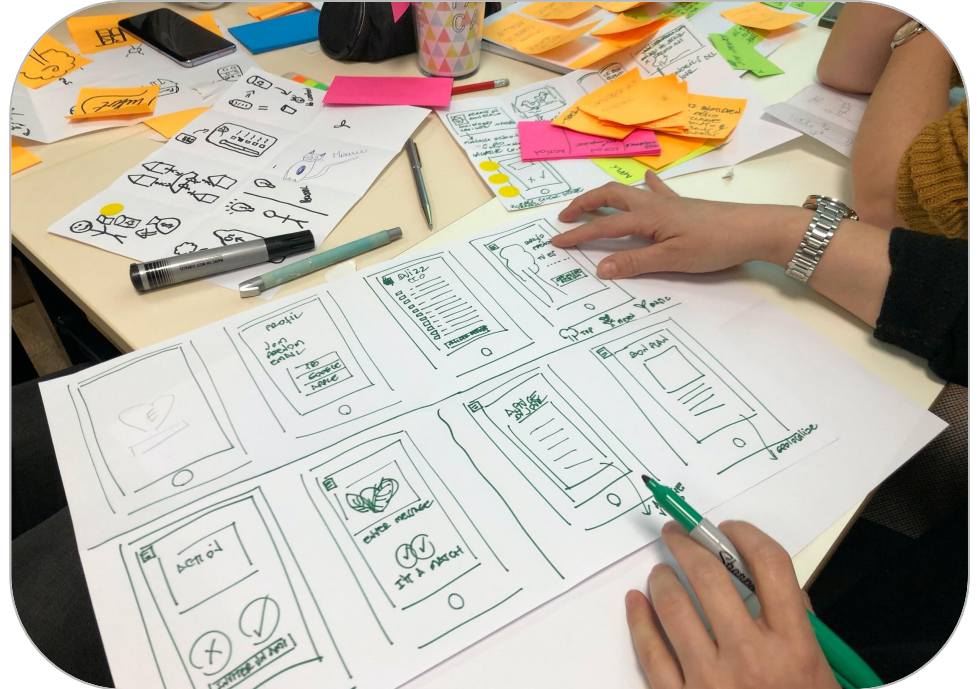
Ideation Techniques

Co-Design / Co-Creation

- Collages
- Cognitive and context mapping
- Storyboards
- Inspiration cards
- Modeling
- Paper prototyping
- Games

[Creativity-based Research: The Process of Co-Designing with Users](#)

Co-Design is NOT design by committee!



[Image source](#)

Brainstorming

Guidelines for effective brainstorming

- Set a time limit
 - Start with a problem statement
 - Defer judgment - no wrong ideas
 - Encourage open, "blue sky" ideas
 - Quantity over quality
 - Build on each other's ideas
 - Be visual
 - One conversation at a time
-

Physical space

- Safe, casual and fun environment
- Comfortable, casual seating
- Atmosphere conducive to creativity
- Treats

Online

- Consider an ice breaker
- FigJam or Miro-like software
- Provide high-level structure along with problem statement

Brainstorming

Apple Watch fitness application
Ideation

Fitness Application Design

Work breakdown

Week 2.1	Form groups. Prepare to learn about your user, context of usage and the problems to solve. Conduct user interviews to "know your user."
Week 2.2	Map out the problem and select a place to focus.
Week 3.1 (today)	Sketch ideas, critique and choose the one to proceed with.
Week 3.2	Create a prototype
Week 4.1	Test the prototype with real people

The Design Sprint



Today, in class

Ideation: Crazy 8s

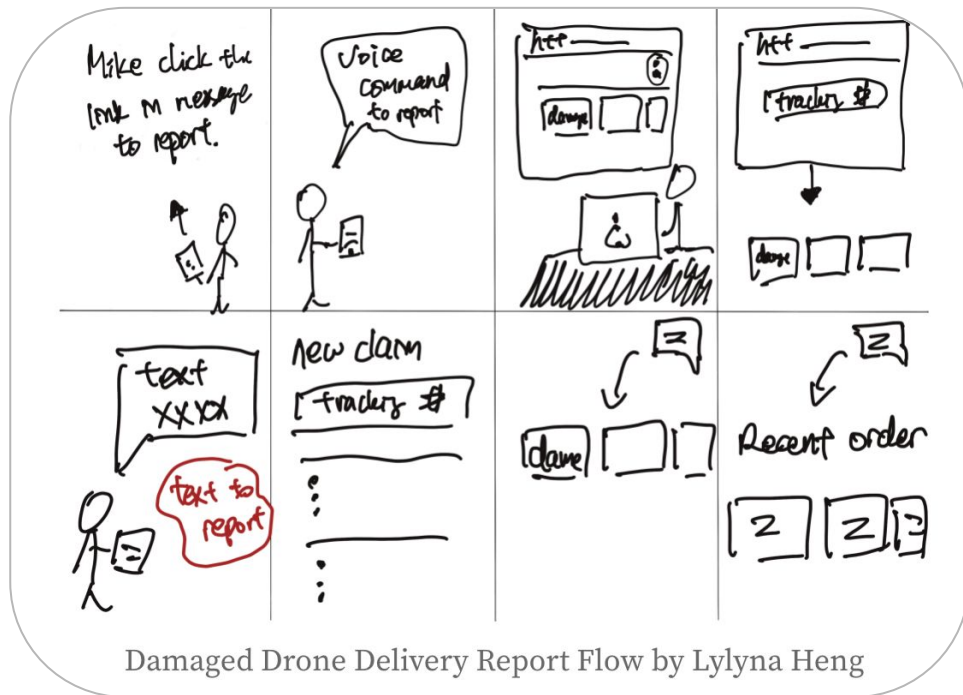
- Start with the problem that you identified last week.
- Ideate to generate design concepts for an Apple Watch solution to this problem.
- Use the Crazy 8s ideation method

[Facilitating an Effective Design Studio Workshop](#)

Today, in class

Crazy 8s Brainstorming

- 1-8 concepts in 8 minutes
- Share with your team
- Vote
- Sketch one solution
- Choose one solution per team



[Image source](#)

Today, in class

Steps

Draw 8 mins	Fold a paper in 8 and draw a different idea in each square. Individual work
Present and Vote 20 mins	3 minutes each to explain your ideas to the team. 3 votes to select 3 ideas to develop further. Individual + team work
Choose and develop further 25 mins	3 sketches that illustrate the progression through the problem (starting point, mid-point, end point) Use as much realistic content as possible. Individual work
Present and decide 10 mins	1 minute each to explain the concept to the team. Team decides what idea to prototype. Individual + team work

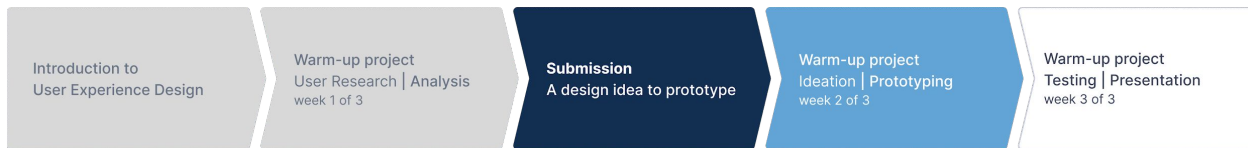
Exercise 3

Ideation

[Details on the course website: Exercise 3](#)

Coming up

Prototype



Mandatory

Exercise 3 submission before the next class!