Ideation Session

Together with my project team, I did an ideation session. I suggested to do this session to come up with possible solutions to our stated main research question and the sub questions. I also suggested this activity to bond as a group, and to try to make my project group more active and engaged by letting everyone be creative and go wild with ideas, as I thought this was a bit lacking from some of my group members.





Later on, we did an additional ideation session together with Dennis. This session focused on a possible 'UX package' that the lectorate could develop for the project as an end product. We focused on the ideas from the last session and added some new ones. We also categorized them based on the type of UX/Media each possible product was. Dennis thought we had a lot of good ideas for the project, and wanted to see if some of the products could be developed before the end of the project.



Conclusion

Some of the ideas where very useful, some where not, and some where a bit unhinged. But I think that we did come up with some useful ideas in the end (like the mobile app, website and QR codes). I also think it achieved it's second goal of activating the group, as everyone except Sarah was very energetic during the session and really tried to come up with ideas, sometimes bouncing off of each other. All in all, I think it was a success.