

UX/UI Design



Click Start

Session 2

Session Overview

- 10:00-12:00 Lecture
- 12:00-13:15 Task & lunch
- 13:15-13:30 Session wrap up



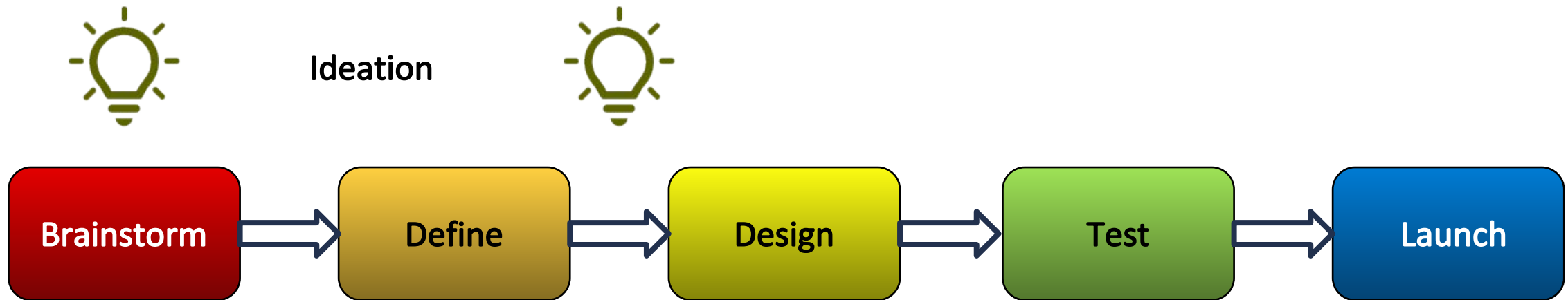
Lesson Objectives

- To understand what ideation means
- To understand various ideation techniques
- To be able to apply these techniques within the creative process

Keywords

Keyword	Description
Ideation	Ideation is a creative process where designers generate ideas in sessions, such as brainstorming and idea mapping .
Brainstorming	Brainstorming is a judgment-free group problem-solving method that involves an intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible.

UX/UI Project Life Cycle



Ideation

Ideation is a creative process in which designers generate ideas in sessions.

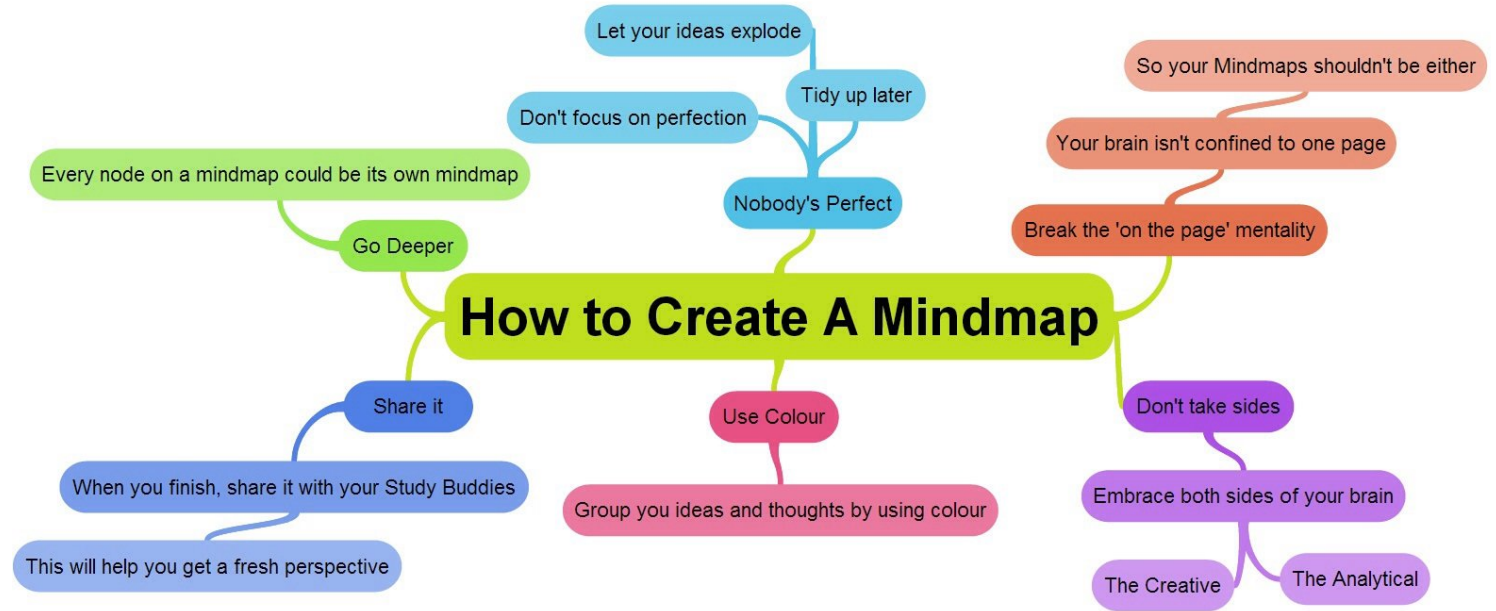
Participants gather with *open minds* to produce as many ideas as they can to address a problem statement in a *facilitated, judgement-free* environment.

“the process of generating a broad set of ideas on a given topic, with no attempt to judge or evaluate them.”

Nielsen Norman Group

Ideation methods

- Brainstorming
- Mind Maps
- Storyboarding
- Mood Boards
- Crazy Eights
- ... and many more



[IxDF: Introduction to the Essential Ideation Techniques which are the Heart of Design Thinking](#)

Brainstorming

This technique allows you to reach new ideas by building on other's ideas. It allows you to create ideas which are a mix of everyone's input. This can help create a set of stronger ideas.

Within brainstorming sessions everyone should be free to talk about their ideas freely without criticism.

It is a creative and collaborative space where all ideas are welcome (even the crazy ones).

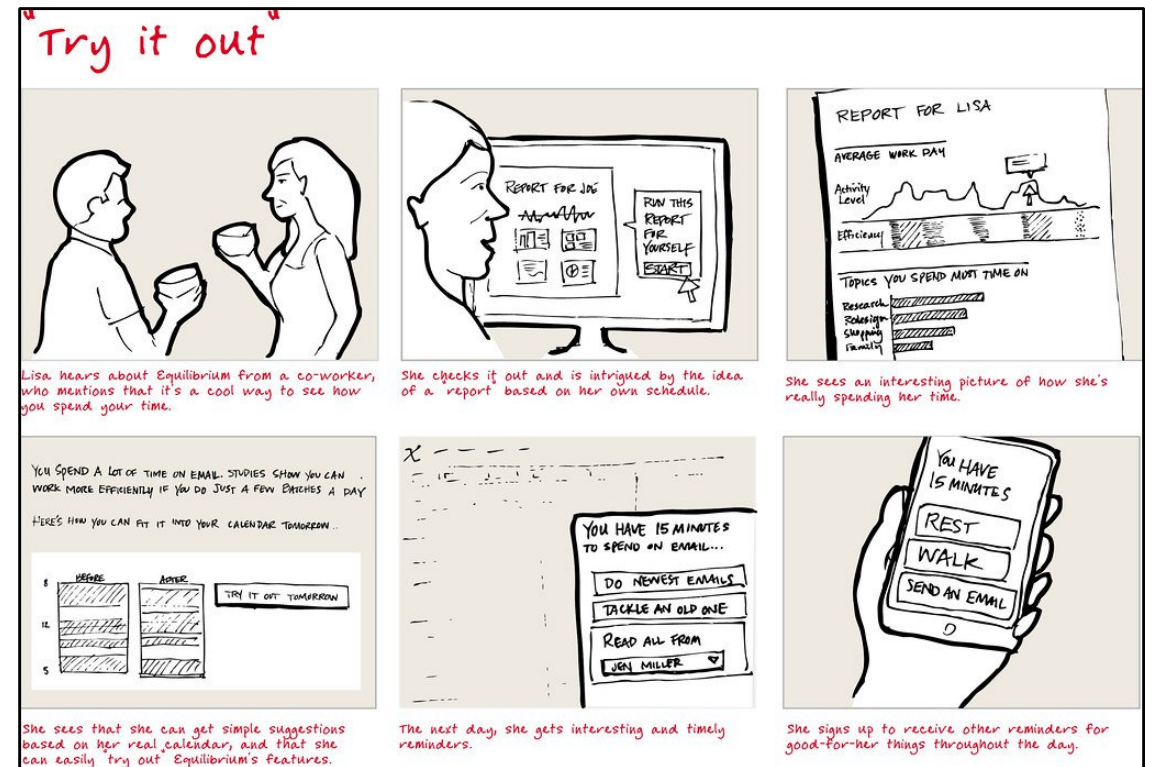


Storyboarding

Developing a visual story relating to the problem, design or solution you want to explore or explain.

Images on a UX storyboard can speak more powerfully than just words; they add extra layers of meaning.

Storyboarding can help bring to life a situation through visuals.



Mood Boards

You can create mood boards to collect visual material that provide inspiration, communicate your brand identity, and decide on the product's look and feel.

Mood boards can be collaborative using physical or digital media. They can include colour and font choices.

[What should I include in my mood board, and why?](#)

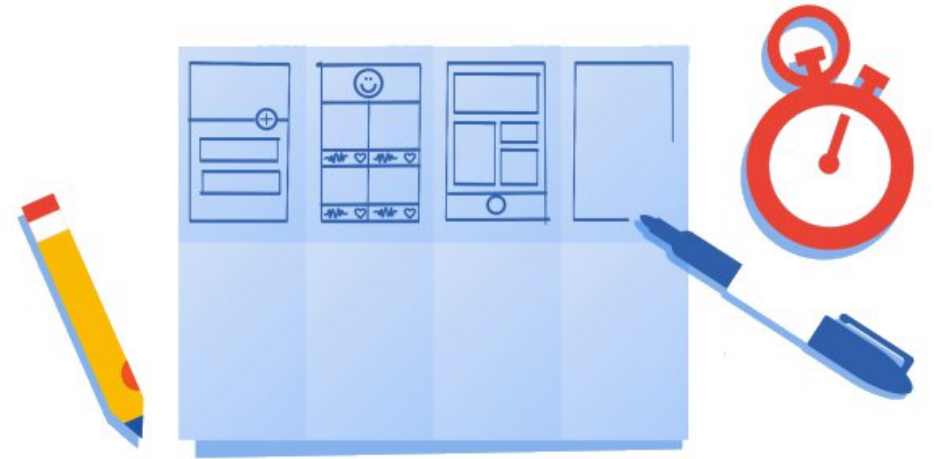


Crazy Eights

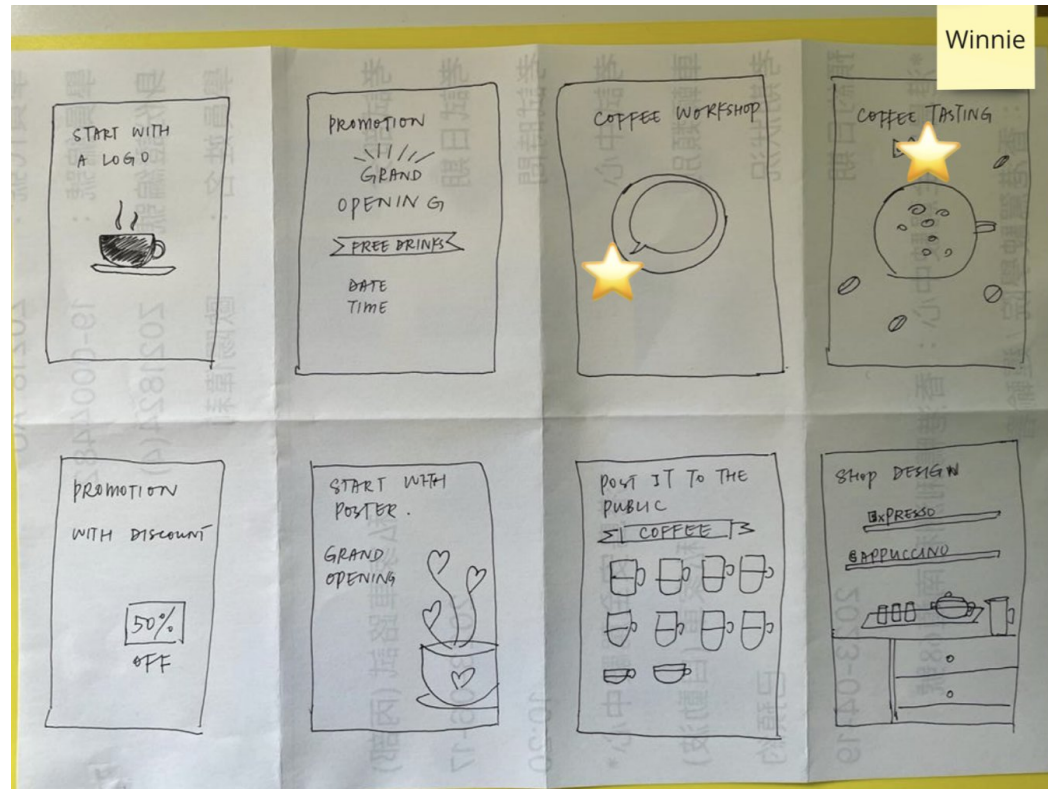
Each participant has a short amount of time to sketch their idea in one of boxes, before moving on to the next.

Sketching allows you to show ideas you cannot put into words.

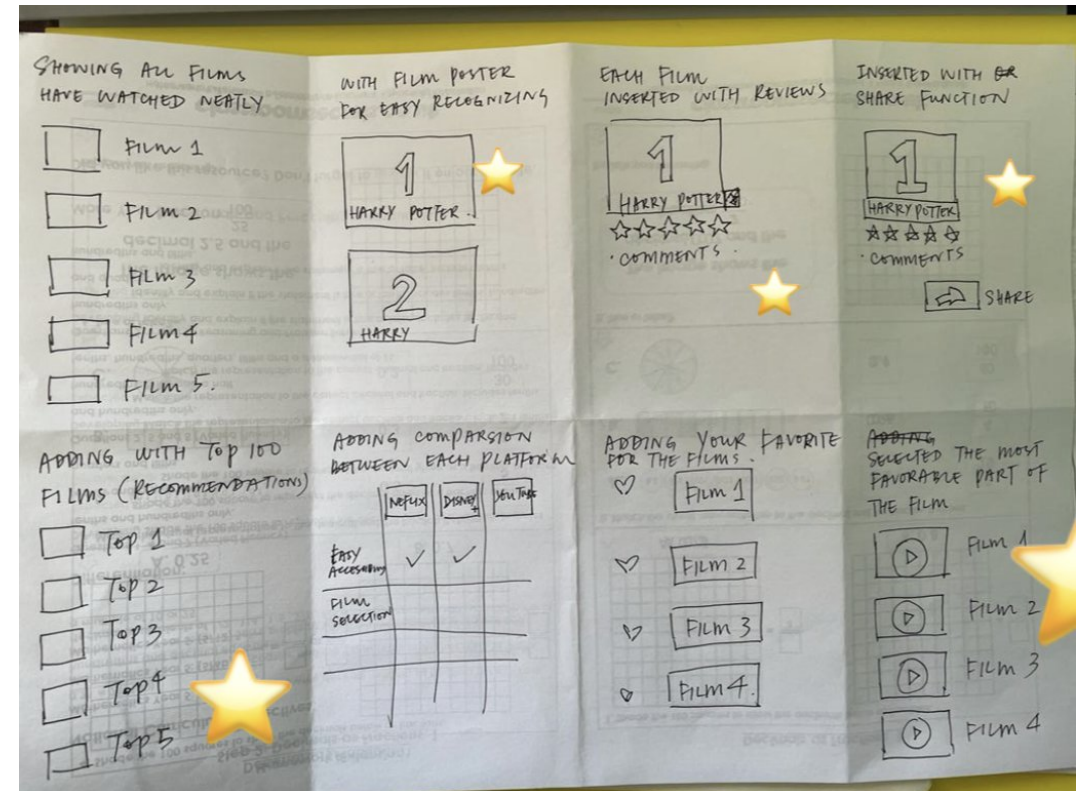
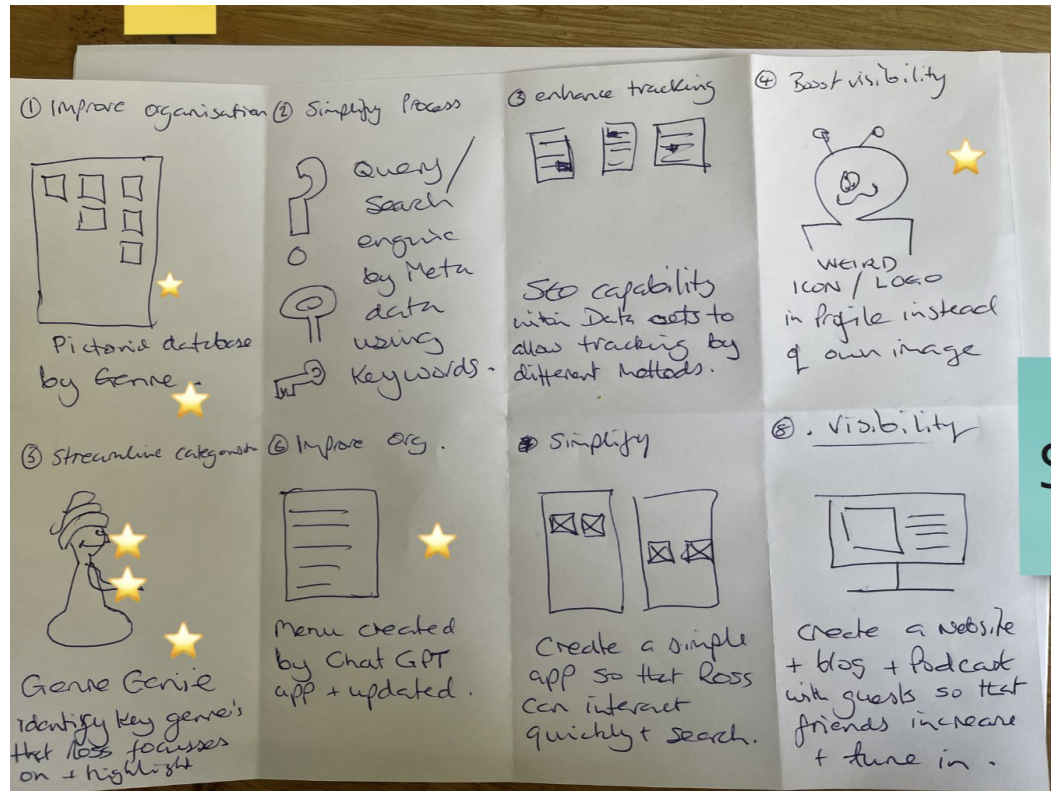
You can quickly generate a lot of ideas.



Crazy Eights examples



Crazy Eights examples



Let's have a go...

Scenario:

- Phoebe is an owner of a yet to open coffee shop. Her new coffee shop will be set in an urban creative area, popular with professionals, students and young families.
- She's looking for opportunities to attract new customers before the shop's launch date.
- She's struggling to know what to put on her website and whether she should consider other methods to help her create noise before the grand opening.
- Summary: A new coffee shop opening needs an impactful front page to attract new customers.

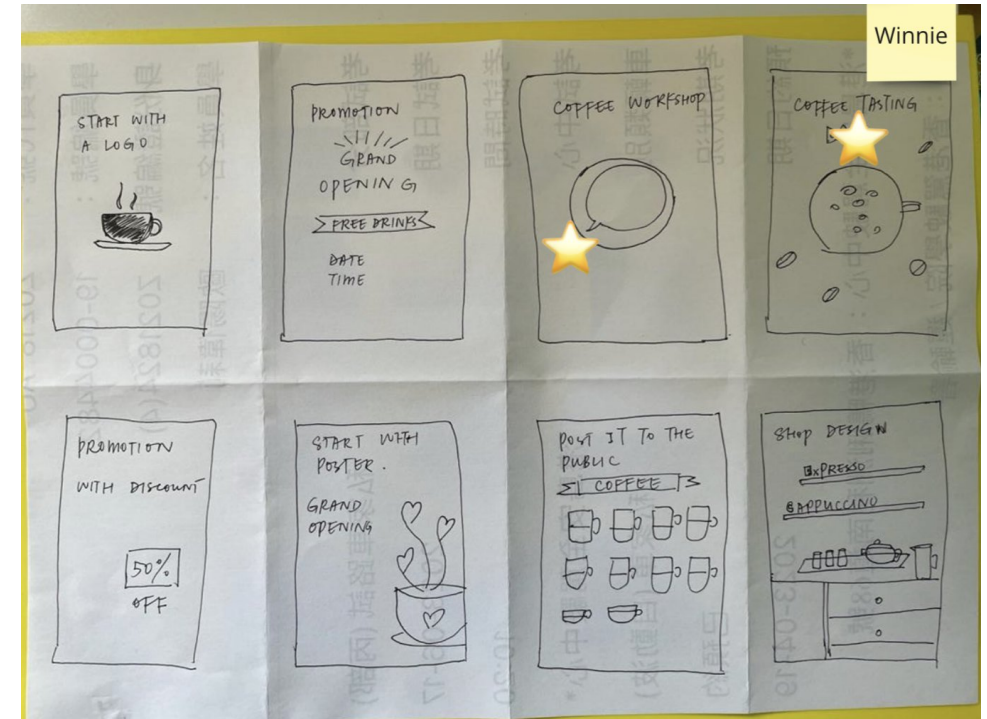
Questions to consider

How might we...

- ... attract new customers in an urban and creative area to her website?
- ... make the website relevant to her target audience?
- ... include information on her website that will be useful for her new audience?
- ... make her website/online presence memorable?
- ... encourage her new audience to spread word of the new coffee shop?
- ... encourage her new customers to return for more business?

Crazy Eights Task

- Fold a piece of paper three times to create eight sections.
- You will have one minute per section to present your ideas.
- These can be very rough and quick. Try not to think too much about it; just jot something down on the page.



Presentation Task



- Brainstorm your ideas in groups.
- Collaborate using any other brainstorming techniques we have covered to create a plan for Phoebe's website.
- Initially focus on content and function rather than design.
- **Remember:** In brainstorming sessions everyone should be free to talk about their ideas freely without criticism.

Session Wrap up

