**Ideate Stage**

**What is ideation?**

Ideation attempts to solve a problem by brainstorming ideas and concepts, implementing them as the proposed solution. During the ideation stage the design team makes note of the constraints identified in the define stage.

**Objectives of ideation**

* Propose ideas that will solve the problems identified in the define stage.
* Ideally there should be multiple diverse inputs whilst keeping in mind that you may be designing the solution for different audiences. This presents greater possibility to come up which new and innovative ideas.
* Incorporate stakeholders/parties from the previous stage, they may have valuable inputs as they are the ones who assisted in defining the problem.

**Guaranteeing ideation is a success**

* Know your target audience.
* Quantity over quality – try to generate multiple ideas not just a couple.
* Choose appropriate ideate techniques.

**Ideation techniques**

* **Brainstorming** – is a technique which involves the generation of as many ideas as possible, usually done with multiple participants in which all gather and accumulate their ideas and then share them with the rest of the group.
* **Brainwriting** – similar to brainstorming but instead of participants voicing their ideas they work in silence and write their ideas down on a piece of paper that is then passed around in the group for everyone to give their input.
* **Worst possible idea** – involves participants generating the worst possible idea for solving the problem. This technique makes it fun for members to come up with ideas and also relieves the stress and pressure of coming up with potential good ideas.
* **Mind map –** is a visual representation of all ideas that have been generated and organized.

**Four golden rules**

1. **There is no such thing as a bad idea.**
2. **Record everything.**
3. **Allow for individual work and later integrate it into a team effort i.e. Hybrid Brainstorming Sessions.**
4. **Quantity over quality.**