

Inleiding Ontwerpen

Les 4: Creativiteit

22-9-2025



HOGESCHOOL
ROTTERDAM

Toekomstmakers

Point of View

wil

[publiek]

omdat

[doel]

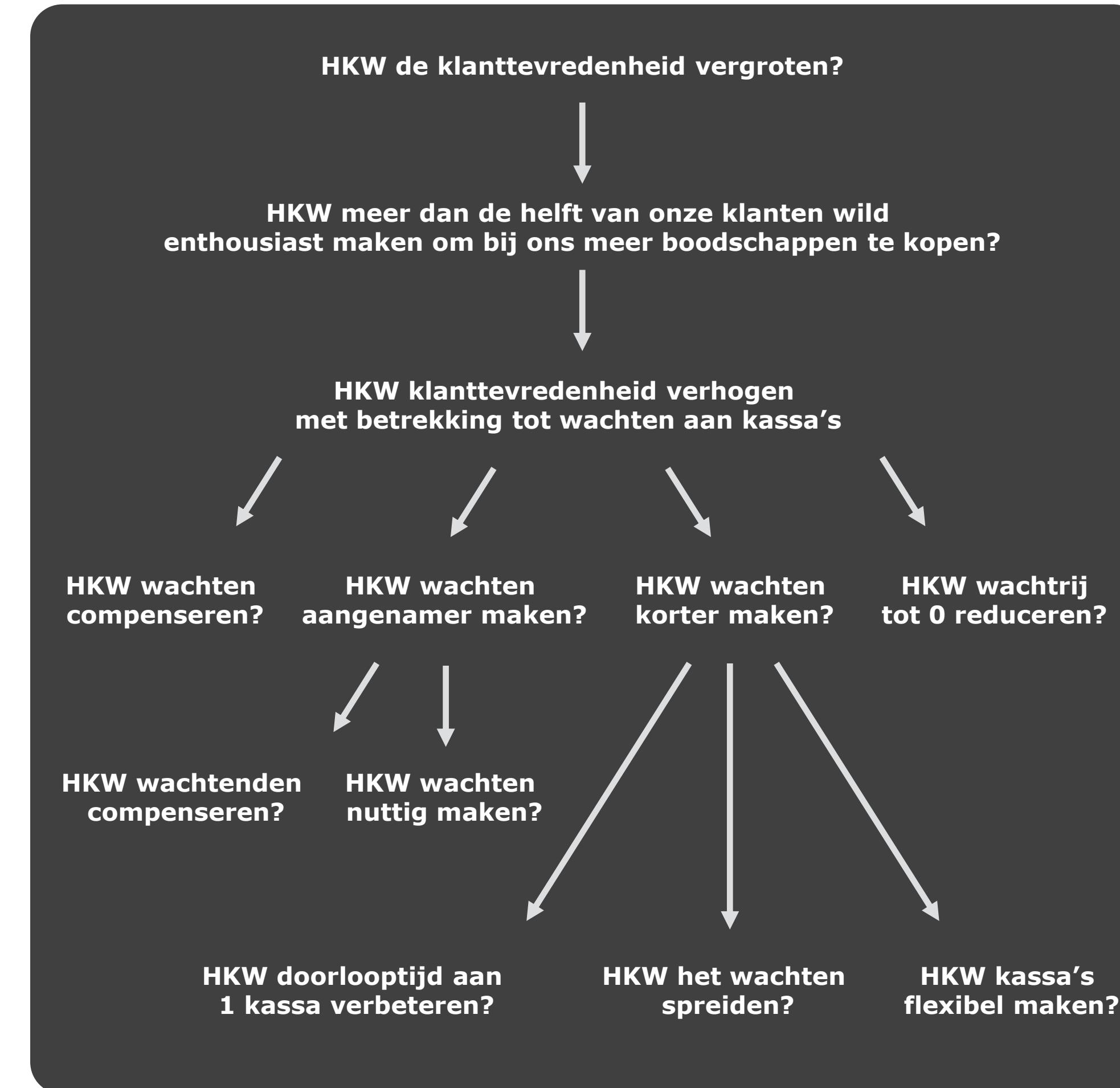
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INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG

Abstractieladder



./ideation



INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



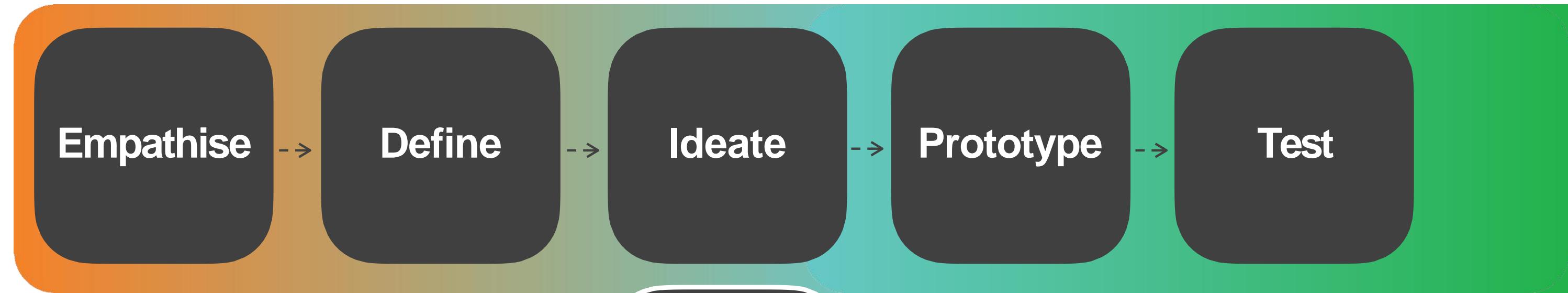
IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.



Referentiekader voor ideeën;

Inspiration

Diverge

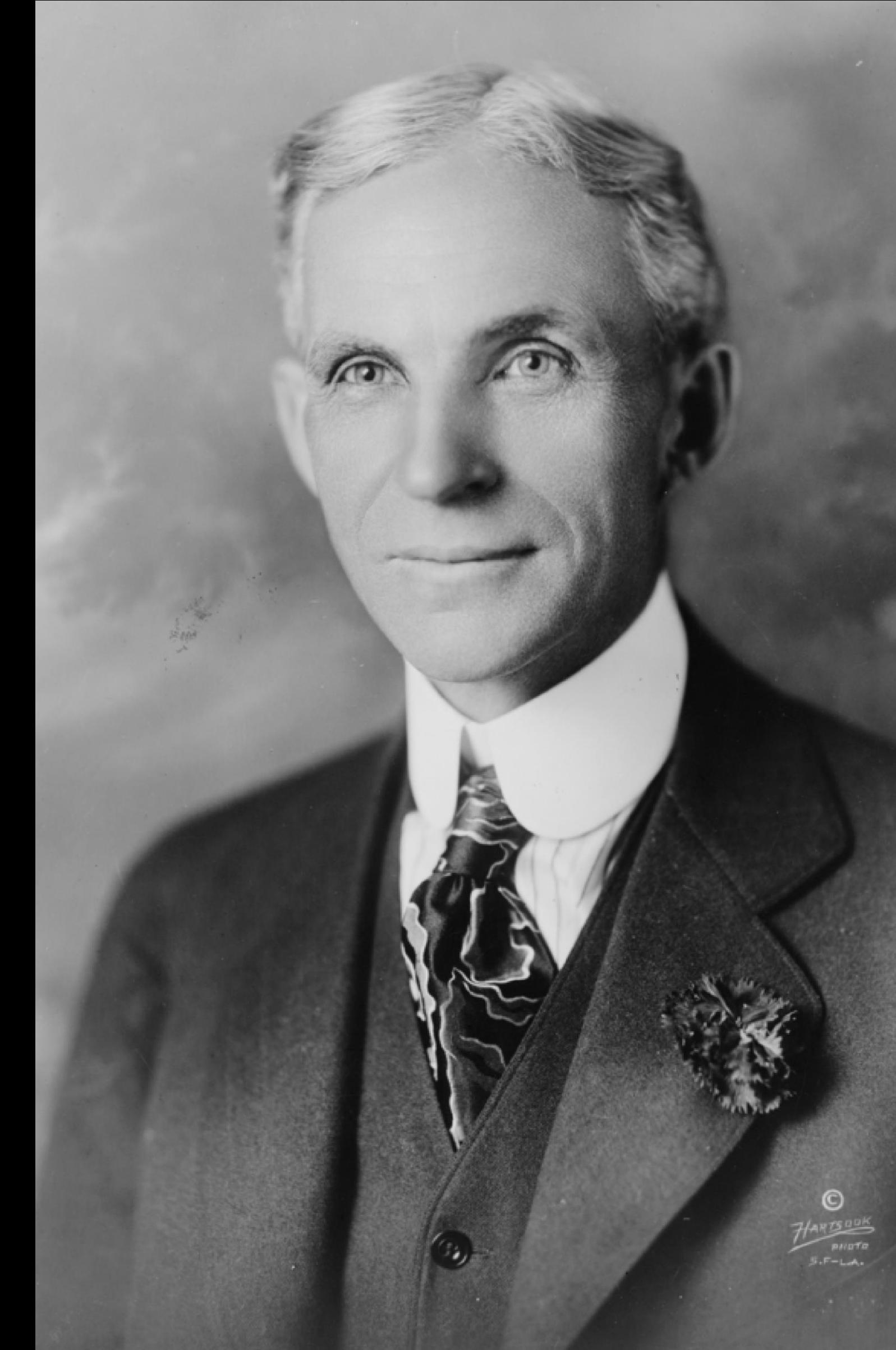
Converge

Zo veel mogelijk ideeën bedenken;

Ideeën selecteren;

“If I had asked people what they wanted, they would have said faster horses.”

— Henry Ford





50 YEARS OF VISIONARY SCI-FI COMPUTER INTERFACES

LOST in Space

1965 - 1968

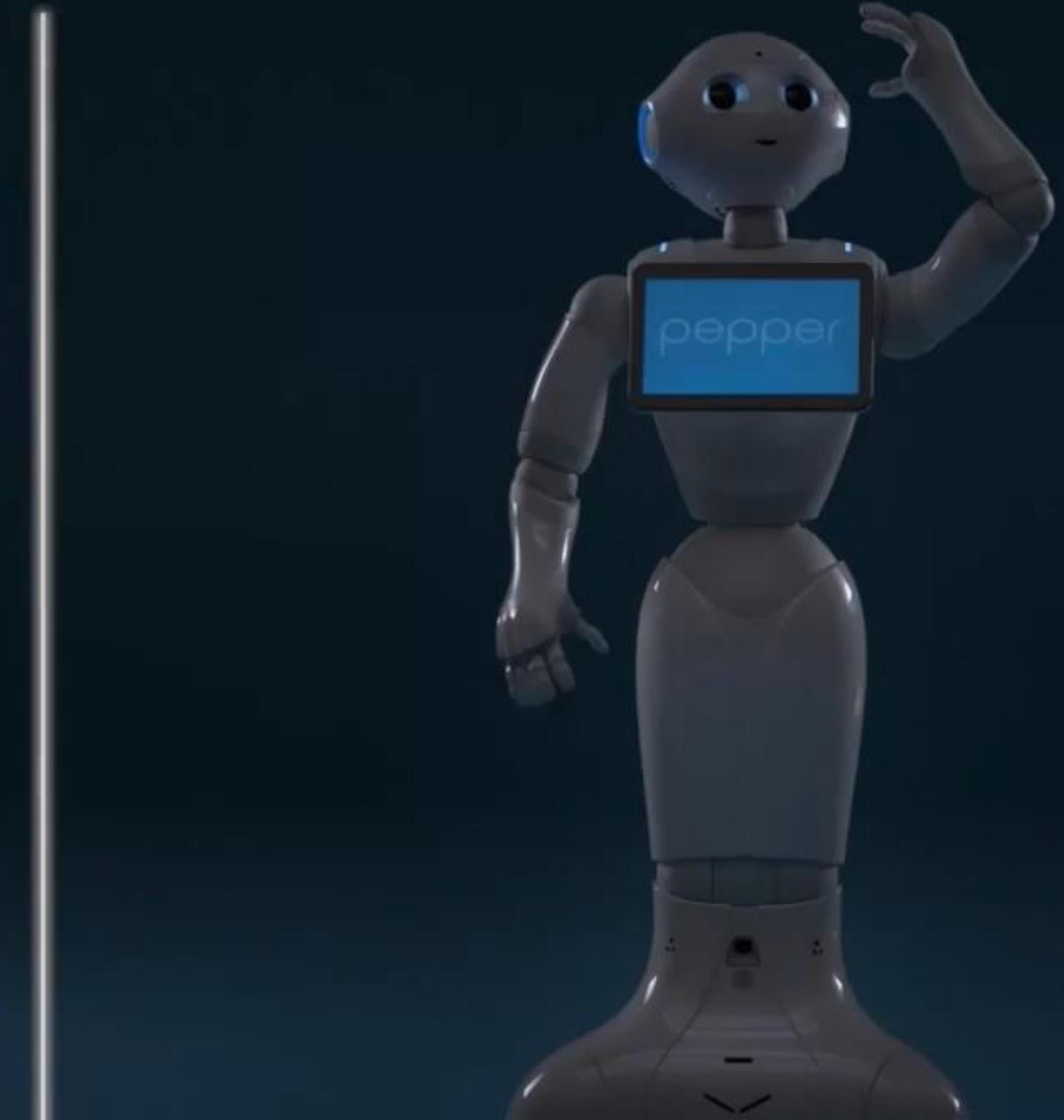
VISION:

Robots. Anthropomorphic.
Flashing lights verbal
commands.

PREDICTED:

Anthropomorphic robot helpers, but
didn't make the leap to envisioning
computer interfaces as such.





PREDICTED:
Voice command interface, Artificial Intelligence

STAR TREK

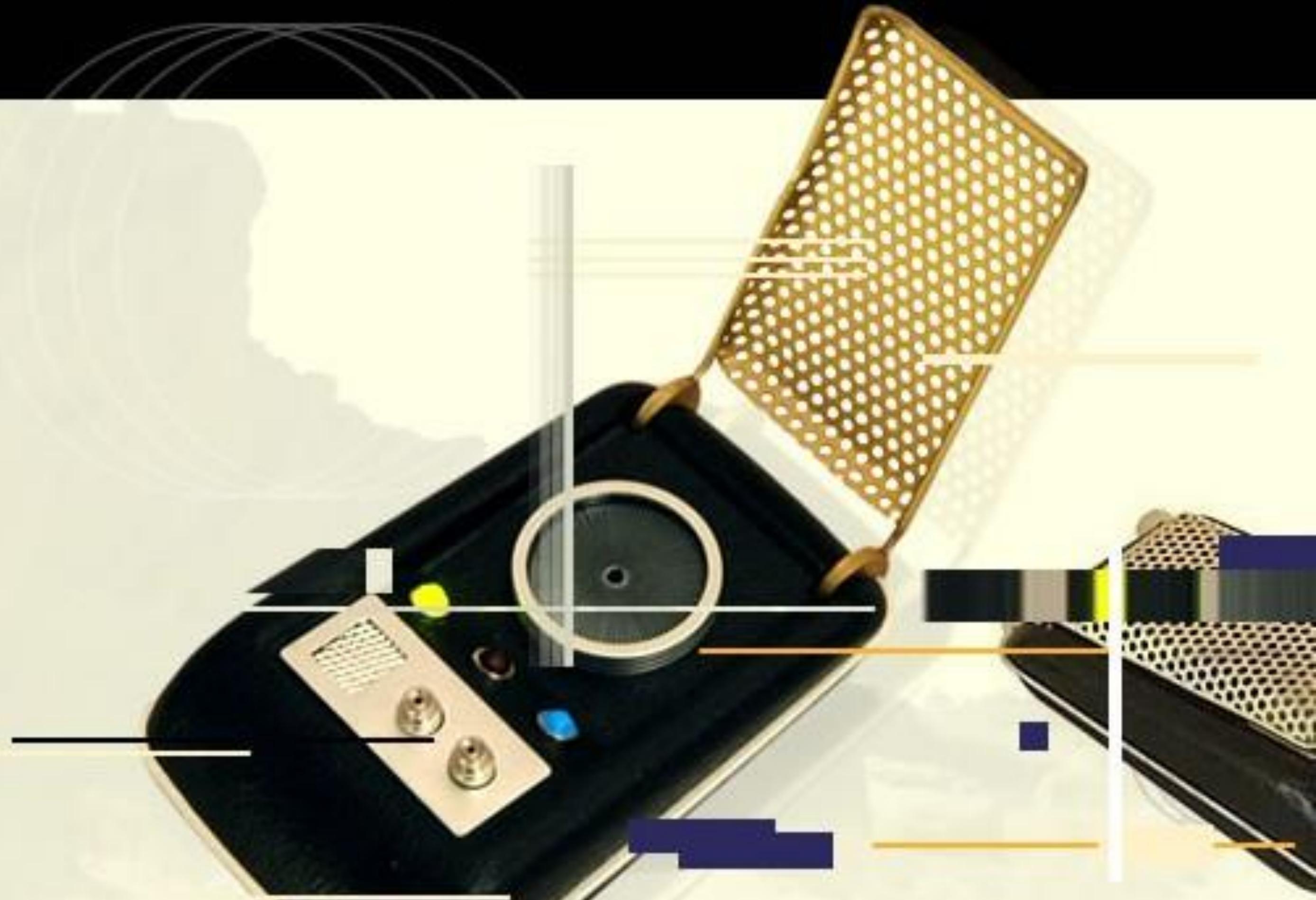
1966-1969

VISION:

Mobile communicators. Tricorders

PREDICTED:

Mobile phones, mobile computing



SPACE.1999





PREDICTED:
Cyber warfare

ROBOCOP

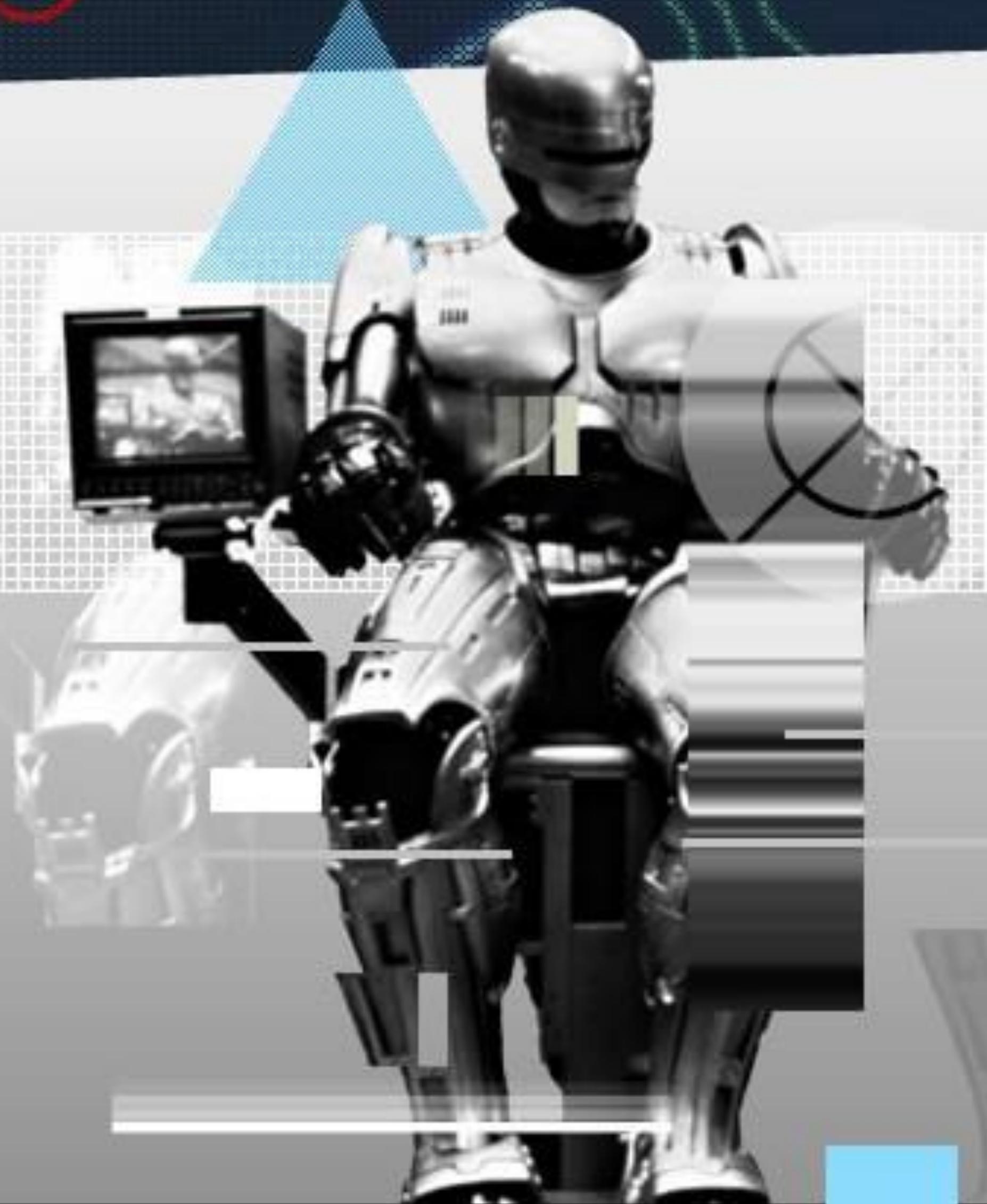
1987

VISION:

Small rudimentary screens, command line,
cyborg wetware

PREDICTED:

Military robotics, implants, exoskeletons





PROJECT MARCH
DSW

TU Delft

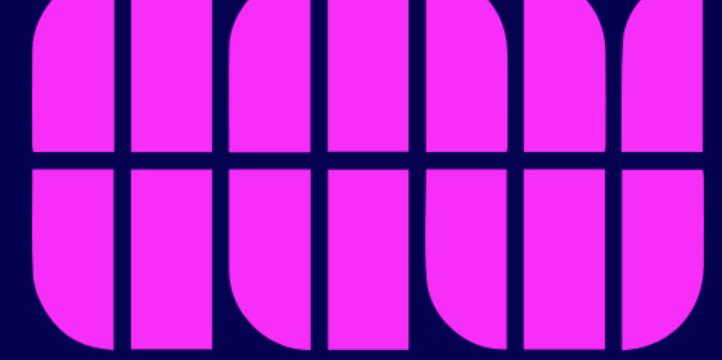
etc

Yamaha

“The best way
to have a good
idea is to have
lots of ideas.”

– Linus Pauling





Step into the future at Dutch Design Week 2025

dutch
design
week

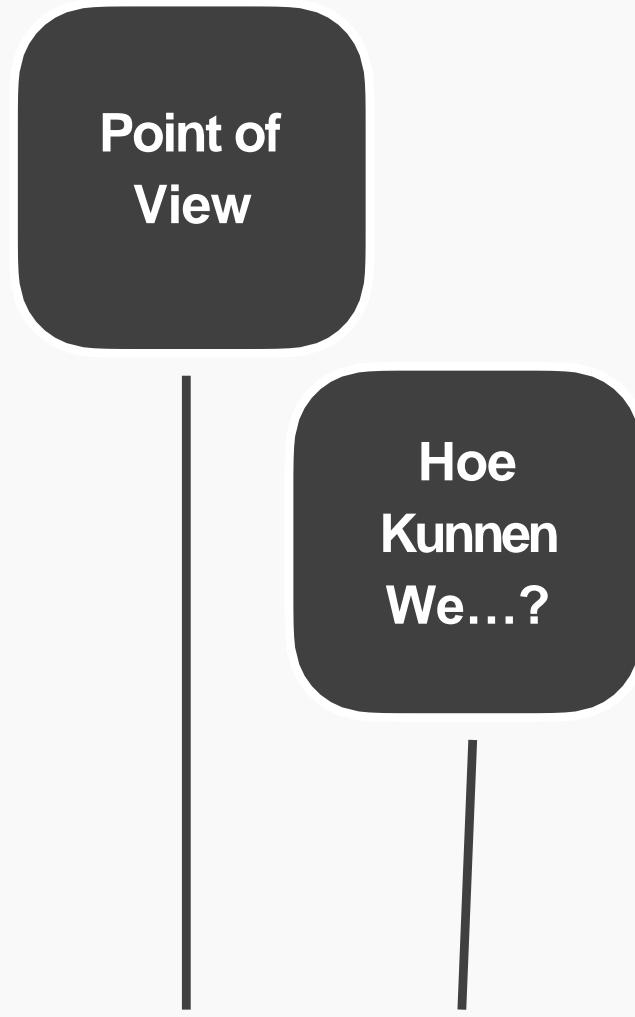
18-26
October
Eindhoven

Nine-days bursting with creativity, mind-blowing ideas, and celebrations

Get ready for the 25th edition →

A young boy wearing a pirate hat and a yellow shirt is looking through a cardboard telescope he is holding. He is standing next to a large wicker basket. The background shows a room with some toys and a colorful mobile hanging from the ceiling.

**THINK
LIKE
A CHILD**



divergeren



Brainstorm Rules

STEPS

TIME

5 minutes for review before a Brainstorm

DIFFICULTY

Easy

WHAT YOU'LL NEED

Print out the Brainstorm Rules

PARTICIPANTS

Design team, any partners or people you're designing for who are relevant

01

Defer judgement. You never know where a good idea is going to come from. The key is to make everyone feel like they can say the idea on their mind and allow others to build on it.

02

Encourage wild ideas. Wild ideas can often give rise to creative leaps. When devising ideas that are wacky or out there, we tend to imagine what we want without the constraints of technology or materials.

03

Build on the ideas of others. Being positive and building on the ideas of others take some skill. In conversation, we try to use "yes, and..." instead of "but."

04

Stay focused on the topic. Try to keep the discussion on target, otherwise you may diverge beyond the scope of what you're trying to design for.

05

One conversation at a time. Your team is far more likely to build on an idea and make a creative leap if everyone is paying full attention.

06

Be visual. In Brainstorms we put our ideas on Post-its and then put them on a wall. Nothing gets an idea across faster than a sketch.

07

Go for quantity. Aim for as many new ideas as possible. In a good session, up to 100 ideas are generated in 60 minutes. Crank the ideas out quickly and build on the best ones.

SUPERHELD

- Neem een probleem dat creativiteit vereist
- Kies een fictief personage; een superheld uit een stripboek, een film of video game bijvoorbeeld
- Beschrijf zo uitgebreid mogelijk wie het is, wat deze held doet, wat de held uniek maakt
- Bedenk hoe jouw held het gekozen probleem aan zou pakken
- Vertaal deze suggesties naar concrete oplossingen (re-associëren)

NATUUR

- Neem een probleem dat creativiteit vereist
- Kijk om je heen en zoek een analogie voor het probleem in de natuur (dieren, planten, etc)
- Identificeer de factoren die bij de analogie veroorzaken dat het probleem niet speelt
- Vertaal deze suggesties naar concrete oplossingen (re-associëren)

OMKEREN

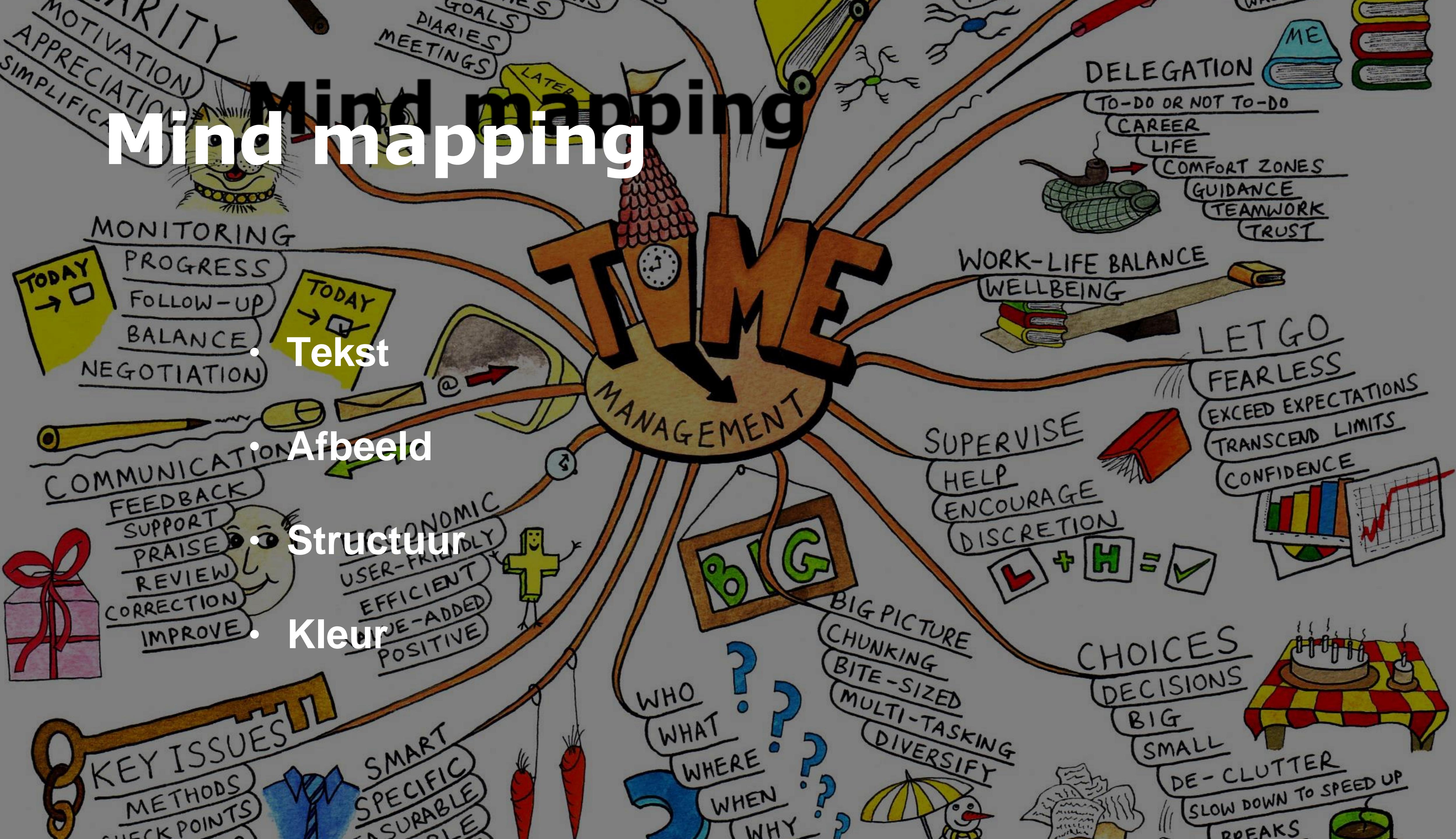
- Ook bekend als “Ergernissen”
- Neem een probleem dat creativiteit vereist
- Draai het doel om, maak van een positieve uitdaging de meest negatieve die je kunt bedenken
- Vertaal deze suggesties naar concrete POSITIEVE oplossingen (re-associëren)

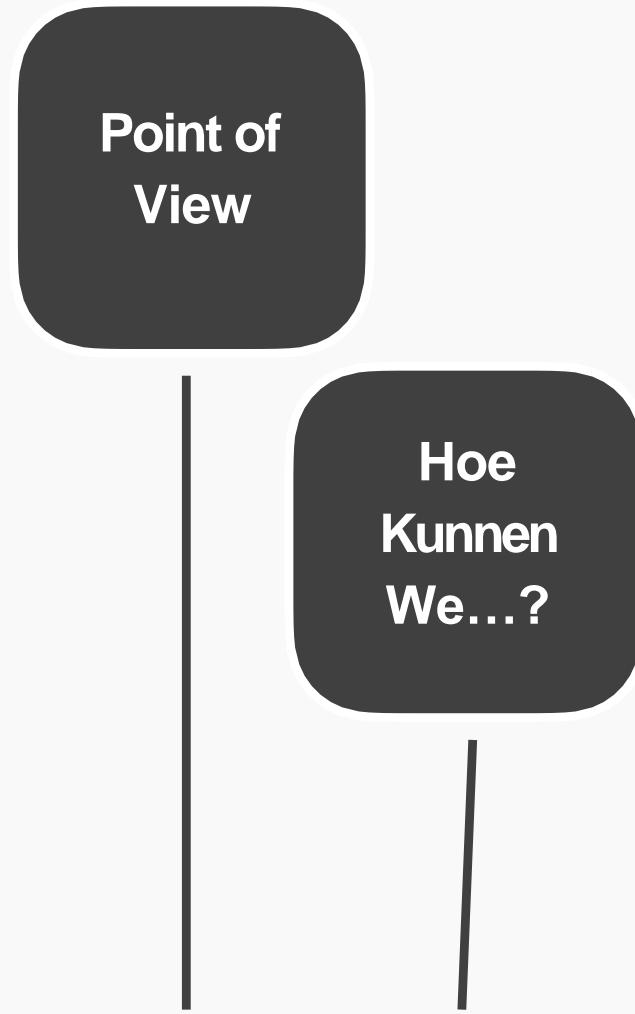
VOORONDERSTELLING

- Neem een probleem dat creativiteit vereist
- Identificeer de vooronderstellingen (aannames) die rondom het probleem bestaan; wat is er “logisch”
- Stel “Wat als...” scenario’s op waarin de geïdentificeerde vooronderstelling niet bestaat
- Vertaal deze suggesties naar concrete oplossingen (re-associëren)



Mind mapping





divergeren

convergeren

concept

COCD-Box

realiseerbaar niet-realiseerbaar

Blauwe ideeën

- gemakkelijk te implementeren
- weinig risico's
- hoge aanvaardbaarheid
- voorbeelden beschikbaar

gewone ideeën

Rode ideeën

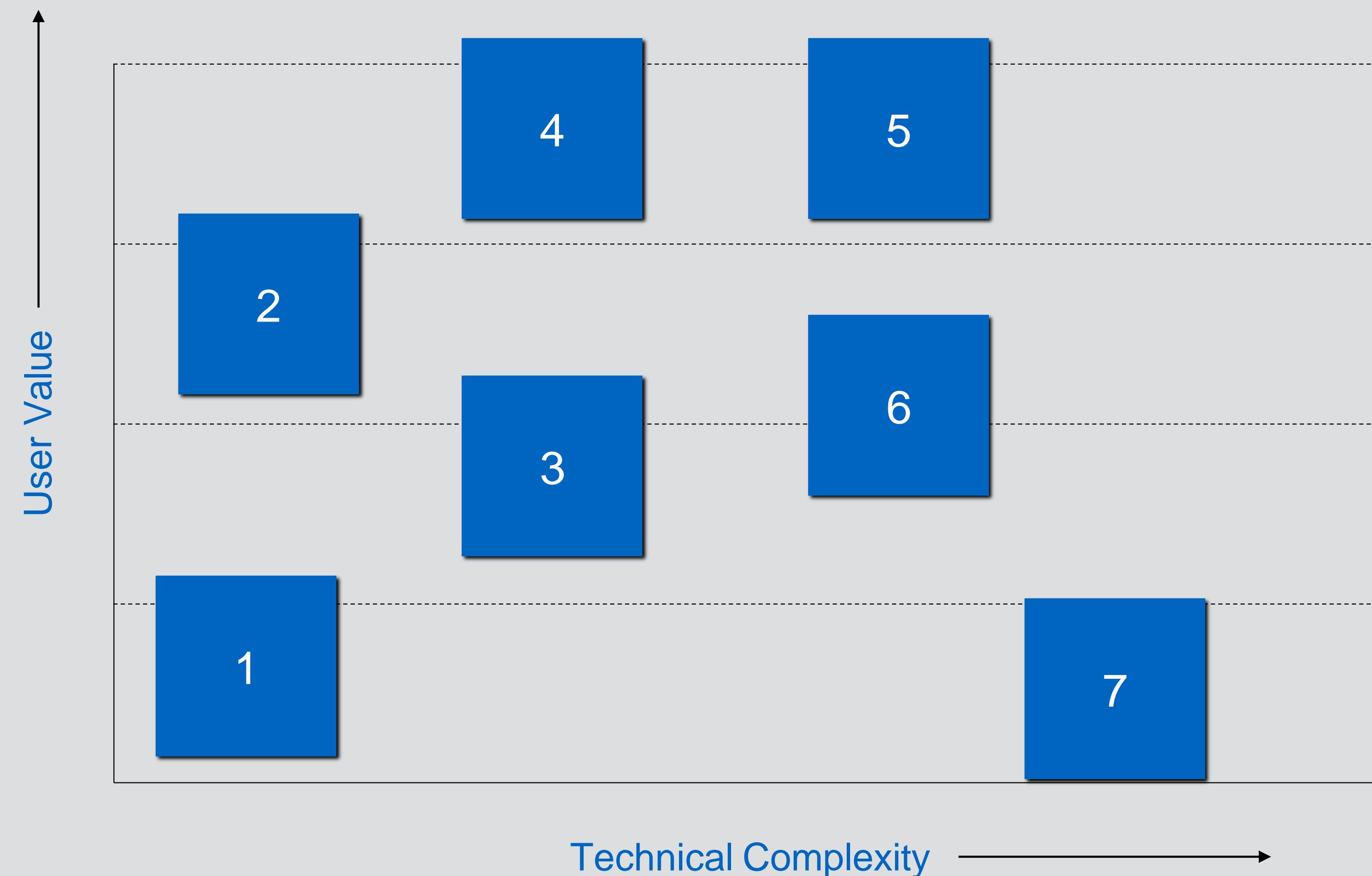
- innovatieve ideeën
- doorbraak
- kunnen worden geïmplementeerd

originele ideeën

Gele ideeën

- ideeën voor de toekomst
- uitdagingen

User Value Mapping





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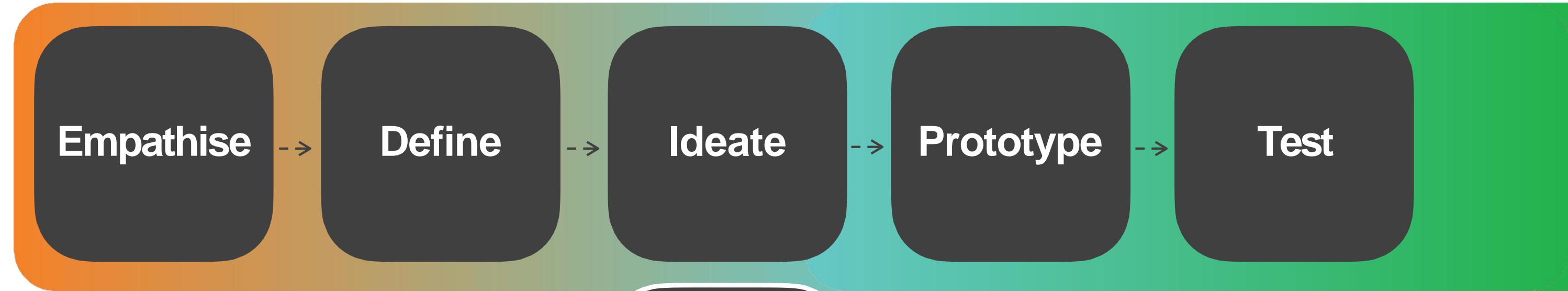
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