idea

Solving real problems.

What is an idea?

Human thoughts are built upon experiences from the past and creativity. When there is a problem to be solved, the brain uses information from previous experiences and creativity to generate the solution, which we call "idea".

How to Generate an idea?

Ideation is a 4 stage process.





Define the problem



Define Users



Brainstorm (Why x 3)



Generate the idea

Let's start

Get your brains ready!



Have a pen & paper ready in your hand.

"A problem well stated is a problem half solved."

Charles F. Kettering



Define the problem.

Just write down the problem that you are trying to solve. (Define in your own words)

Redefine it!

Redefine it in a way that you can explain it to a shopkeeper.

Now Read it yourself.

Read and see if your problem statement says anything other than a problem. le, whether it contains any solutions. If yes, remove the solution part.

Now

Redefine it again as a problem [only] statement.

Thistime, make sure that every bit of the statement points to the actual problem and not any assumed solutions.



Congratulations! You are 33% done :)

Who is the user?

Every problem involves a user. It may be people of your own organisation or some other organisation or even the public. Just think who they are. List down all the possible users (teenagers, students, shopkeepers, developers etc) and all their properties (age group, knowledge level, adaptability, likes and dislikes etc.).

Create a user persona.

Go through the user list. Make a fictional character and assign him with the common features that you observe in your users list. It might include age group, interests, and everything you can think about.



Congratulations! You are 40% done :)

Stage :

Ask "WHY?"

The problem statement you have might not be the real problem. Just take some time and answer WHY this problem exists. Write it down.



Let's go into the depths of the problem. Do a bit of research about the problem (take some good amount of time) and answer WHY to the answer you got in the previous step.

Now, Ask "WHY?" Once Again.

This time, we will go into the core of the problem. Think of every possible scenario that could cause the given problem. Answer the "WHY" for the answer of the previous slide. This gives you the exact problem. Take enough time to research about the problem (make use of every single source of information).

Collaborate

Get the final problem statement from all of your teammates and go through it. Using all these data, craft the final problem statement.

It might be long. Make it as detailed as possible.



Congratulations! You are 50% done :)

Let's ideate.

Think of a way to solve it.

Put your mind into the creative mode and think of a solution for our problem.

Write it and make a sketch.

Now, Rethink of the idea.

Just think about your user persona and rework on your solution. Think about how you can make the solution best suited for your user.

Think once again about your solution

This time, think of yourself as the user and see how your idea solves the problem for you and improving what part of the solution makes it easier for you.



Congratulations! You are 66% done :)

Let's Define the idea.

TO THE NEXT SLIDE, PLEASE!



Write down all the features of your solution and how it solves the problem.

"Why"

Is your idea better than the existing solution?

Write down all possible reasons that explains why your idea is better and include strong points and metrics to support your answer.

"Who" Is best benefited from this idea?

Write down all the beneficiaries of the solution. This might include the users, clients, your company etc. Prioritize the list.

"When"

Can we use this solution and when can't we use it?

Write down all the scenarios where the solution comes into play and think of some situations when we can't use it.

"Where"

Can we use this solution and where can't we use it?

Write down all the places where the solution comes into play and think of some places where we can't use it.

"How" Does it help your users?

Write down all the points on how it helps your users and on what scale does it improve the users experience.



Congratulations! You are 90% done :)

Collect and stick.

Collect all the solutions from your teammates and stick it on the whiteboard. Let everyone go through all the solutions and vote for the most appropriate solution among the list.



Congratulations! You are 100% done :)

Let's create the MVP

Congratulations on completing the idea. Let's get started with creating the MVP and get rolling. Build fast, fail fast or Succeed.

Learn. Ideate. Build.

Keep innovating :)

