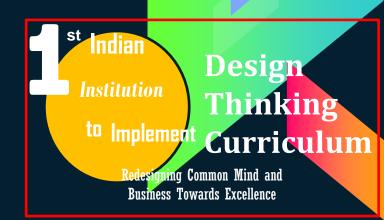# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit III – Concepting and Building (Idea, Create)

Presented by

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Design Thinker

1st Indian Institution to Implement

Design Thinking Curriculum

Redesigning Common Mind and Business Towards Excellence

TOPIC FOR TODAY

Generating Ideas

Recall

User Stories
- What to Include in User Stories
- Focus on the Goal

Design Strategy
- Applying Strategic Thinking to a Design Strategy
- How to Implement Strategic Thinking in Design
- The Benefits of Strategic Thinking in Design

Generating Ideas

› Ideation is the third phase of the Design Thinking process, and it's all about generating ideas.

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

Generating Ideas

› In the ideation phase, you'll explore and come up with as many ideas as possible. Some of these ideas will go on to be potential solutions to your design challenge; some will end up on the reject pile.

Generating Ideas

› At this stage, the focus is on quantity of ideas rather than quality. The main aim of an ideation session is to uncover and explore new angles and avenues—to think outside the box. For the sake of innovation and creativity, it is essential that the ideation phase be a "judgement-free zone".

Ideation Techniques

- Analogies
- Bodystorming
- Brainstorming
- Brainwriting
- Challenging Assumptions
- Game storming
- Mind mapping
- Reverse Thinking
- SCAMPER

Analogies

› By definition, analogy is "a cognitive process of transferring information or meaning from a particular subject to another."

› An analogy provides a comparison between one thing and another, serving as a means of explanation or clarification.

› The analogy technique compares your situation—or design challenge—to something you are familiar with, enabling you to look at the problem in a new light and consider possible solutions.

Analogies

> The analogy technique compares your situation—or design challenge—to something you are familiar with, enabling you to look at the problem in a new light and consider possible solutions.

ASSESSMENT

How many ideas should be there for a solution?

Body Storming

> The bodystorming technique gets you to physically experience a situation in order to spark new ideas.

> You set up a physical experience resembling the problem you are trying to solve, using people, props, or a digital prototype.

> Based on your own interactions with, and reactions to, this environment, it may be easier to come up with ideas.

Brain Storming

› Brainstorming is one of the oldest tricks in the book when it comes to generating new ideas as a group. In a brainstorming session, you verbally bounce ideas off of each other in the hopes of finding a blended solution.

Brain Writing

> An alternative to traditional brainstorming is brainwriting. Instead of verbally sharing ideas, participants write down their ideas before passing them on to someone else. The next person reads these ideas and adds their own, and so the process continues until each person's ideas have done a full rotation. All ideas are then collected and placed in front of the group for discussion.

Summary

Generating Ideas
Ideation Techniques

- ✓ Analogies

- ✓ Bodystorming

- ✓ Brainstorming

- ✓ Brainwriting

Reference

https://www.creativityatwork.com/design-thinking-strategy-for-innovation/

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