TOPIC FOR TODAY

Generating Ideas

Recall

Generating Ideas
Ideation Techniques

- ✓ Analogies

- ✓ Bodystorming

- ✓ Brainstorming

- ✓ Brainwriting

Ideation Techniques

› Analogies

› Bodystorming

› Brainstorming

› Brainwriting

› Challenging Assumptions

› Game storming

› Mind mapping

› Reverse Thinking

› SCAMPER

Challenging Assumption

› A popular ideation technique is to come up with a number of assumptions that are inherent to your design challenge.

› As a group, you'll then go through these assumptions and discuss whether they are really true, or if they're simply there because they've never been questioned.

Game Storming

› Game storming is the gamification of brainstorming, and a popular technique for both ideation and problem-solving. Gamifying classic ideation methods adds an extra element of engagement and interactivity—and helps to suspend some of the normal "rules" of everyday life.

# ASSESSMENT

Will Brainstorming
helps in Designing a
Product?

Mind Mapping

› Developed by Tony Buzan in 1972, mind mapping is a visual ideation technique that encourages you to draw connections between different sets of ideas or information.

› You'll start by writing a keyword in the middle of the page (normally related to your problem statement).

› On the same piece of paper, you then surround this word with any and all ideas that come to mind. cf

Mind Mapping

› Finally, you'll think about how these ideas are connected, depicting said connections with lines and curves—resulting in a visual map.
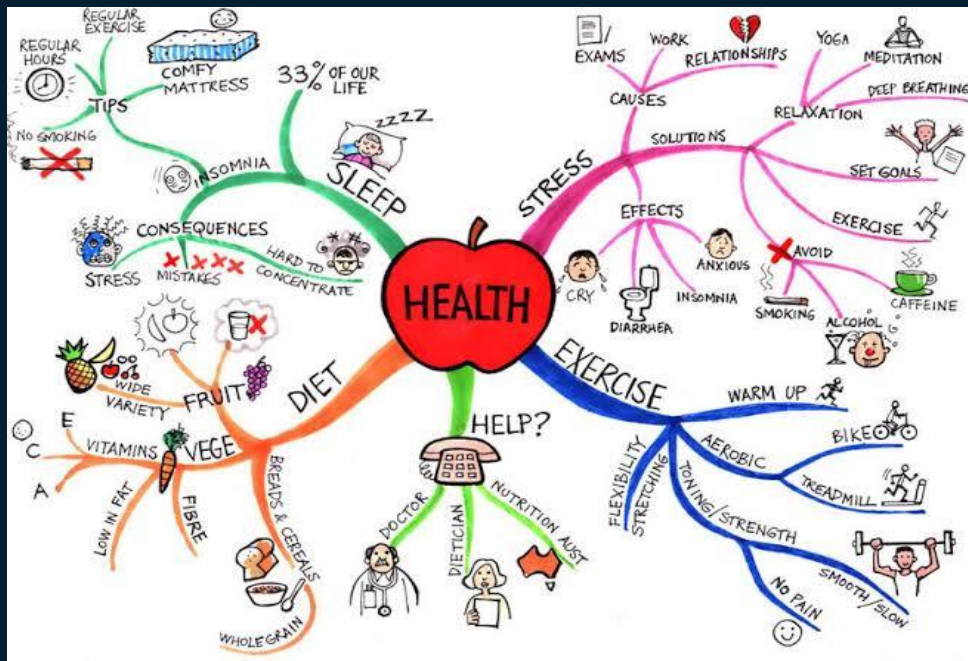
Reverse Thinking

› Reverse thinking can be a fun way to flip the problem on its head and come up with new ideas.

› The question "how might we make our online courses more accessible?" could be changed to "how can we make it as difficult as possible for users to take our online courses?"

› The solutions you come up with for the reverse challenge can help you to envision what the opposite might be, leading you closer to the solution you really need.

SCAMPER

› SCAMPER is an action-packed checklist that helps you to come up with new ideas for a particular product or design challenge.

SCAMPER

SCAMPER prompts the designer to

› **Substitute**
  › What can I substitute so as to make an improvement?

› **combine**
  › Can I combine or merge this or that with other objects?

› **adjust**
  › Which part of the product could I change?

› **modify**
  › Can I add extra features?

SCAMPER

› **put it to other uses**
   › What else can it be used for?

› **eliminate**
   › What can I remove without altering its function?

› **reverse and rearrange**
   › Can I change the pace or schedule?

Summary

Ideation Techniques

✓ Challenging Assumptions

✓ Game Storming

✓ Mind Mapping

✓ SCAMPER

Reference

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

Reach us @

f snsinstitutions

⊙ snsinstitutions

✔ snsinstitutions

▶ snsinstitutions

in snsinstitutions

THANK YOU...