SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit III – Concepting and Building (Idea, Create)

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1st Indian
Institution
to Implement

Design Thinking Curriculum

Redesigning Common Mind and
Business Towards Excellence

TOPIC FOR TODAY

Identifying Top 3 Ideas

Recall

Ideation Techniques

- ✓ Challenging Assumptions

- ✓ Game Storming

- ✓ Mind Mapping

- ✓ SCAMPER

Identifying Top 3 Ideas

› Once the Ideation session is complete, the ideas must be collected, categorised, refined and narrowed down, so the team is able to select the best solutions, ideas, and strategies from a shortlist.
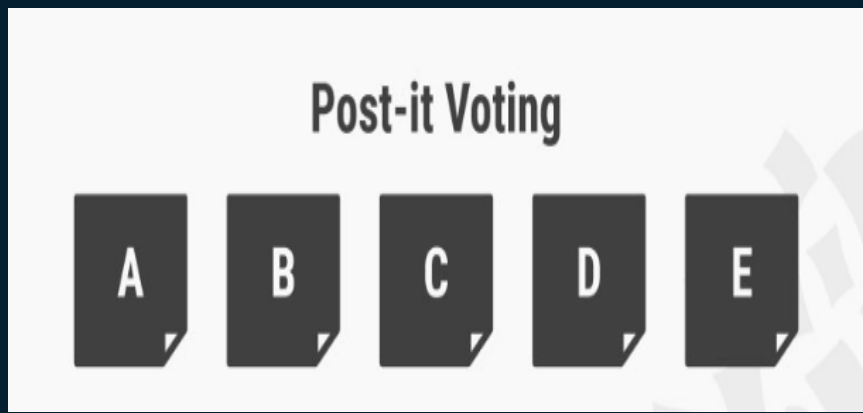
Methods to Select the Best Three Ideas

› Post-it Voting or Dot Voting

› Four Categories Method

› Bingo Selection

› Six Thinking Hats

› Idea Affinity Diagrams

› Idea Selection - Now Wow How Matrix

Post-it Voting or Dot Voting

› In post-it voting, all members are given a number of votes (three to four should do) in order to choose their favorite ideas.

› Ideas that are generated in the Ideation sessions are written down on individual post-its, and members can vote by using stickers or a marker to make a dot on the post-it note corresponding to the ideas they like.

Post-it Voting

A   B   C   D   E

ASSESSMENT

Will Brainstorming helps in Designing a Product?

Four Categories Method

The Four Categories method entails dividing ideas according to their relative abstractness, ranging from the most rational choice to the 'long shot'. The four categories are: the rational choice, the most likely to delight, the darling, and the long shot.

Idea for the Elevator
1. Install New Lift
2. Upgrade the Motor
3. Changing the time of office
4. Placing mirror and playing music
1. Installing Food court
1. Hand Sanitizer

Four Categories Method

Most Rational (Ideas which are logical)	Most delightful (Happy with the Idea)
Darling (Ideas that you like the most)	Long shot (Ideas that can be used for a long run)

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Bingo Selection

› Similarly, the Bingo selection method inspires members to divide ideas. However, in this method, contributors are encouraged to split ideas according to a variety of form factors, such as their potential application in a physical prototype, a digital prototype, and an experience prototype.
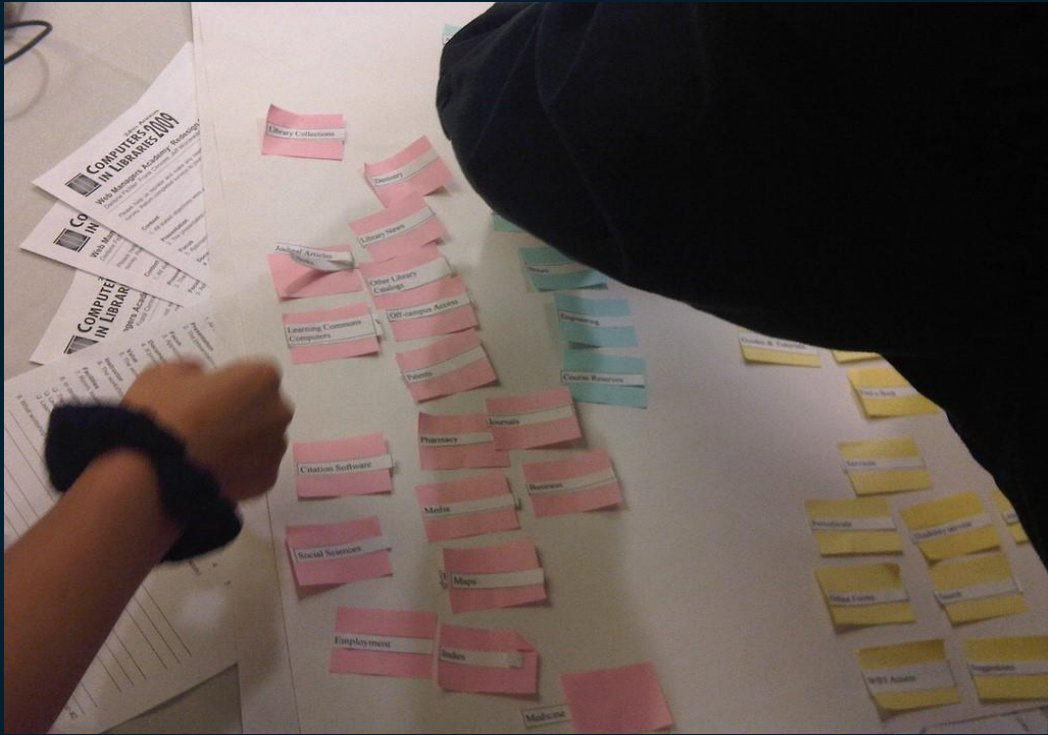

Bingo Selection

Physical prototype | Digital prototype | Experience prototype

Idea Affinity Diagram

› Use affinity diagrams or similar activities to cluster similar ideas together and make connections between them that will help you uncover patterns or themes that may be promising.

› Paste up all the ideas which you've collected in your ideation sessions—and then, as a group, make sense of these by clustering ideas which share attributes, eliminate duplicates, and form idea themes or concept themes. This will help you in the process of selecting the best ideas or idea themes.
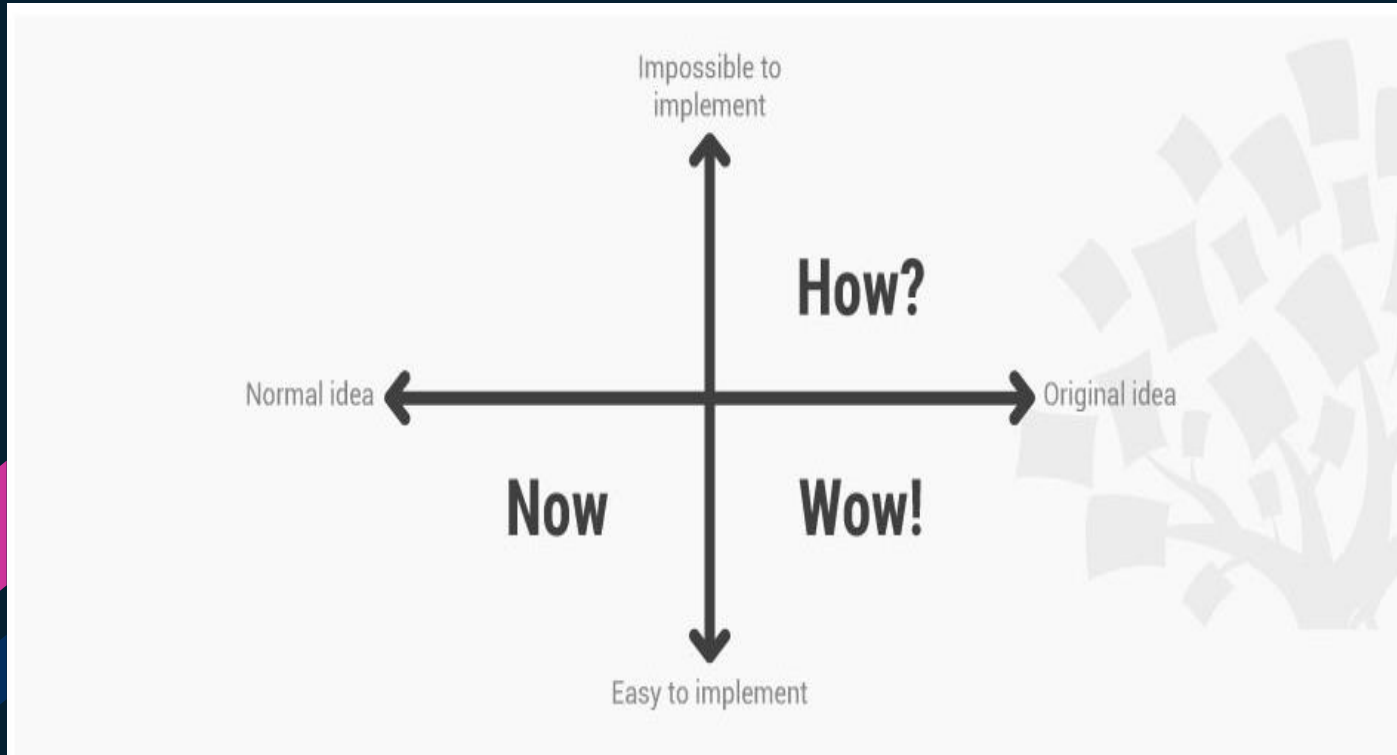
Idea Affinity Diagram

The Now Wow How Matrix provides a mechanism for evaluating ideas on a scale of:

› **Now:** ideas that can be implemented immediately but which lack novelty.

› **Wow:** ideas that can be implemented *and* are innovative.

› **How:** ideas that could *possibly* be implemented in the future.

6 Thinking Hats

› Six Thinking Hats or **Edward de Bono's Six Hats** is a good decision making technique and method for group discussions and individual thinking.

› He distinguishes six different frames of mind in which the brain can become sensitive. Each of these frames of mind can be found in the brain and create conscious thoughts for certain aspects of the issues that are being discussed,

6 Thinking Hats

Process
Planning for action.
What type of thinking is needed?
Thinking about thinking.

Creativity
Ideas, possibilities,
pie-in-the-sky alternatives.
Imagining all kinds of solutions.

Facts
What do we know?
What do I need to find out?
Objective information and data.

Benefits
Positive points.
Why an idea may be useful.
Logical reasons are provided.

Feelings
Current feelings.
Intuition, hunches, gut instinct.
No reasoning needed.

Cautions
Weaknesses, risks,
difficulties, dangers.
Logical reasons are provided.

6 Thinking Hats

White Hat

"What are the facts that we know?"

– Our survey last month indicated a 5% preference of the green product by women aged 25 – 45.

– Return rates from sales has fallen by over 50% since the introduction of the new delivery packaging.

– There are new delivery routes available via Company Logistics.

Red Hat

"What are your gut reactions?"

– The green colour inspires a sustainable look and is very appealing. This is even a great shade.

– The impact on the reduced return rates could mean additional resources.

– How do the new delivery routes impact our delivery times? I would certainly be interested in learning more about it.

Black Hat

"What risks should we keep in mind?"

– Is a 5% preference sufficient for us to make a single colour product? What happens if preferences change.

– What is the cost of maintaining the packaging quality and sustainability?

– The new delivery routes may not have been proven as reliable yet or may increase our costs.

6 Thinking Hats

Yellow Hat

"Why should we be optimistic?"

– The new product could increase our revenue diversification stream and increase our family of products.

– We can start receiving better feedback and testimonials from our customers.

– The impact from damage from delivery will meet our service standards.

Green Hat

"How can we create opportunities?"

– A green range could be expanded to a different colour range set or be symbolic.

– Creating multiple channels will allow us to establish new partnerships and partners.

– Speeding up quality and reliability of delivery could allow us to bundle exisiting products.

Blue Hat

"What systems or processes will be needed?"

– Let's go around the room and discuss the colour options based.

– How has the reduced return rates impacted our warehousing department?

– Would there be any other changes to our workflow with a new delivery partner and will it change our logistics technology?

Summary

Identifying top 3 ideas

Methods to select best three Ideas
- ✓ Post-it Voting or Dot Voting

- ✓ Four Categories Method

- ✓ Bingo Selection

- ✓ Six Thinking Hats

- ✓ Idea Affinity Diagrams

- ✓ Idea Selection - Now Wow How Matrix

Reference

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

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THANK YOU…