

UNIT – III

Generate Ideas in Design Thinking:

Anyone can come up with ideas, solutions, or begin collaborating with others to come up with a viable solution to a challenge. In this article, we'll share a series of methods that can help you generate many ideas quickly and efficiently.

1. Scenario Mapping

One simple way to begin generating ideas is by starting with your user personas and doing a technique called **scenario mapping**. This process involves walking through a scenario that your customer may come across.

2. Blue Ocean 4 Actions Framework

This technique focuses on helping you maximize user value while eliminating and reducing user pain. As the name would suggest, this template uses four different sections: eliminate, reduce, raise, and create.

- The “eliminate” section asks: “What features should be eliminated? What is not useful anymore? Are there features that are getting in the way of truly solving the problem?”
- In the “reduce” section, consider: “Which features should be reduced? Are we making the solution too complicated? Can we strip it down to something simpler, but still relevant to users?”
- The “raise” section asks, “What features should be raised above industry standard? What pain points does the market not currently address? Where do we have an opportunity to be a cut above the norm?”
- In the final section, “create,” ask your team, “Are there factors that we have never offered before and should be created? What opportunities are available to capitalize on?”

3. Round Robin Brainstorming

Round Robin is a structured approach to brainstorming that seeks to generate equal contribution from each member of the group. The session starts with a central topic, question, or problem to discuss. Arranged in a circle, participants will then work together to contribute their ideas and make sure every voice is heard.

4. AI Ideation

AI has become a significantly more valuable tool in our lives, and it can serve a useful function in ideation as well as other stages of the design thinking process. We recently tested using AI to produce a series of ideas related to storytelling and innovation.

IDENTIFYING TOP THREE IDEAS

Once the Ideation session is complete, the ideas must be collected, categorized, refined, and narrowed down, so the team is able to select the best solutions, ideas, and strategies from a shortlist. These methods can help you select the best idea at the end of an Ideation session:

- Post-it Voting or Dot Voting.
- Four Categories Method
- Bingo Selection

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. This process allows every member to have an equal say in choosing from the shortlisted ideas

Four Categories Method

The four categories method involves dividing ideas according to their relative abstractness, ranging from the most rational choice to the 'long shot' choice. The four categories are the rational choice, the most likely to delight, the darling, and the long shot. Members then decide upon one or two ideas for each of these categories. This method ensures that the team covers all grounds, from the most practical to those ideas with the most potential to deliver innovative solutions.

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.

BUNDLING THE IDEAS AND CREATE AN CONCEPTS:

Bundling Ideas takes you from strong individual concepts to solutions of substance. Think of it as a game of mix and match, with the end goal of putting the best parts of several ideas together to create more complex concepts. You've probably noticed that many ideas start to resemble each other—which is a good thing. Try different combinations; keep the best parts of some, get rid of the ones that aren't working, and consolidate your thinking into a few concepts you can start to share.

STEPS

01 You've got lots of drawings and ideas up on the wall, so now it's time to start moving them around and forming them into more complex solutions.

02 Start by clustering similar ideas into groups. Talk about the best elements of those clusters and combine them with other clusters.

03 Now, start building groupings out of the themes and patterns you've found. Focus on translating what you've heard into practice, rather than just identifying similar ideas.

04 Once you've got a few idea groupings, ask yourself how the best elements of your thinking might live in a system. Now you're moving from individual ideas to full-on solutions!

METHOD IN ACTION

Bundle Ideas

While designing the service that would ultimately become the Nairobi water business, SmartLife, an IDEO.org design team came up with lots of ideas as to how it might work. But not until it bundled them, tossing out a few, and determining which played nicely together, was it able to arrive at a robust social enterprise.

Over the course of the Ideation phase, the team had a bunch of ideas. They heard that a catalog of products might make sense. They toyed around with a retail outlet, a subscription service, and a brand that revolved around aspirational health.

Though each of these was a fine idea alone, the true promise of SmartLife wasn't obvious until the team started bundling them. By combining the subscription service idea with a retail space with the aspirational health brand, the team solved how people could both get cumbersome cans of water delivered to their homes while still giving them a reason to come shop for products at a branded kiosk.

When you Bundle Ideas, feel free to mix and match. It may take a variety of combinations before you get a system that totally works. Also remember that though you may lead with a few ideas that are most desirable to the community you're designing for, you may need to come up with a few more ideas that fill in the logistical gaps.

STORIES AND SCENARIOS TO THAT CONCEPTS:

Here are 5 strategies you can use to create and implement scenarios for design thinking and innovation at your company.

1. Collaborate with your team
2. Make use of your user personas
3. Speak with your customers
4. Map their actions and interactions
5. Analyze your scenarios mapping

1. Collaborate with your team

A good tip for any innovation and design thinking project is to have a collaborative team from start to finish. Incorporate members of every important team in your organization, such as the development team, project manager, marketing lead, and UX team. Don't choose too many people though! Consider a team between 8-12 people, which will allow for maximum creativity and expression of ideas.

Give everyone paper and a pen for ideation, and make sure to start by explaining what you hope to accomplish.

2. Make use of your user personas

A user persona is essentially a representation of a customer group – what they are interested in and who they are as people. These personas can be used during the scenarios mapping process because it can help direct your thinking around what your user must do in order to interact with your product or service.

3. Speak with your customers

Another easy way to gain insight into your customers is by communicating with them. Consider sending out a survey or conducting focus groups to learn more about how your customers interact with your products and the steps they take to do so.

4. Map their actions and interactions

Once you have your personas made and have gained insight into your customers, now it's time to begin thinking about what they do. Walk through a scenario your customer may come across (such as needing a car repair part, and finding your website online). What will the customer do? How do they gain information? What do they need in order to move to the next step of the process?

Note that scenarios occupy a bit of a middle-ground. Vague statements such as "Customer X likes cars" doesn't do much to help you. Likewise, providing too much of a step-by-step description of activity is also too much. Despite the simplicity, well-done scenarios work because it allows you to know what the user needs to accomplish. This makes it easier for you to decide what to include and omit from the design.

5. Analyze your scenarios mapping

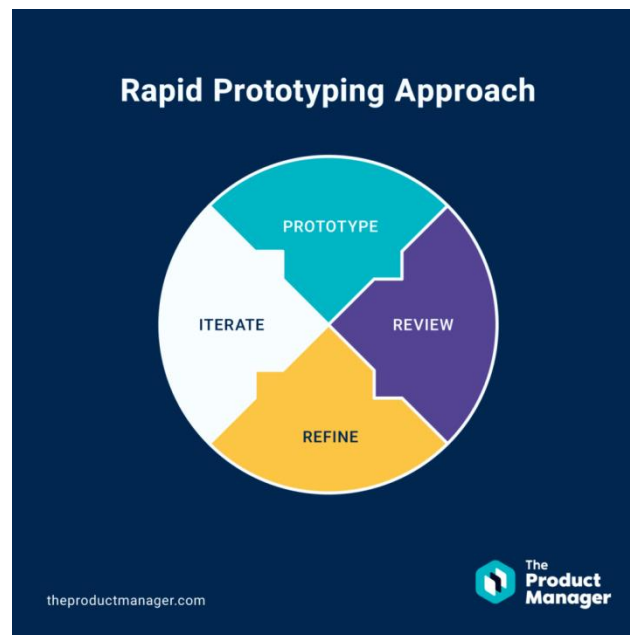
After you have completed several scenarios maps, take a step back and review the work you have completed. What insights have you gained from this process? What information does your user need to follow through with you? What is your website, marketing, product, or service lacking that you can improve?

Although scenario mapping probably won't cover every single type of interaction with your product, it should encapsulate the most important ones.

RAPID PROTOTYPING:

Design Thinking as an approach relies on the cooperation of experts from different disciplines to create new interesting ideas and concepts. Rapid prototyping is essential when it comes to effectiveness, but also one that is often overlooked. Rapid Prototyping is a process to develop interactive prototypes that can be quickly changed and replaced – according to the feedback users and colleagues are giving. The method looks at different concept ideas for software and hardware prototypes and evaluates them. The simulation or prototype for a future system can be very helpful, because it allows users to give feedback that directly goes back into the development process.

The core idea is that developers do not spend too much time on the prototype, because user feedback often leads to substantial changes that have to be made. A perfect prototype also bears the risk that users might perceive it as the finished product and fear to give proper feedback. It also should never include any features that raise expectations that could actually not be fulfilled, like a certain graphic feature. The prototype should actually be developed very fast, because the overall process with all the feedback rounds takes a longer amount of time.



ADVANTAGES:

1. Users are getting a tangible demonstration of a system, its functionality and its uses.
2. The process allows the quick development of software prototypes.
3. Prototypes developed using this method support an evaluation that is based on realistic key figures.

Discovering so far uncharted possibilities is one of the most important aspects of Design Thinking. This is why the main focus lies on working with prototypes. Great ideas alone are not sufficient, because they don't always gain the support developers might hope for. Using prototypes allows eliminating this source of mistakes, because ideas are tested working with the actual users. Prototypes turn ideas into action and thus spark new creative ideas.