

# 06 Ideation and Process

Sunday, January 29, 2017 1:38 PM

## Today

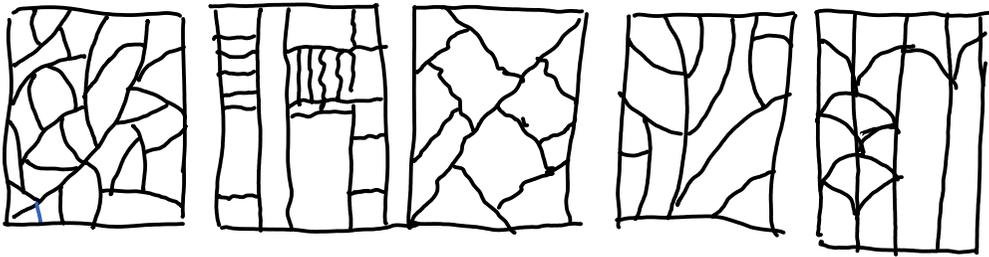
Ideation techniques

Design process, ideal vs reality

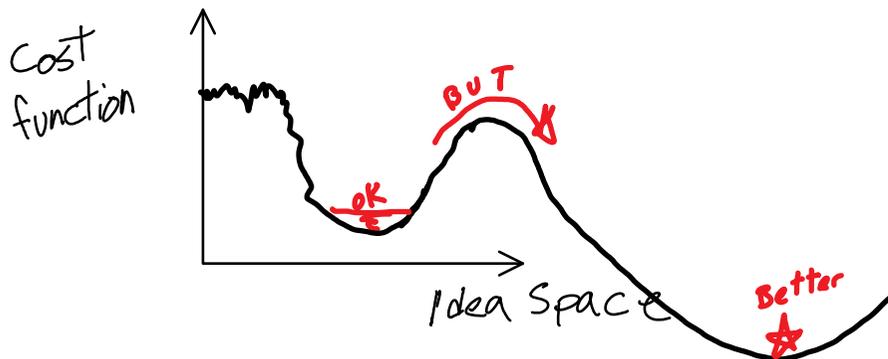
Admin: last call for clicker checkout

Blogs: Featured image required. It's never too late (till end of semester)

- 5 minute sketchbook doodle your upcycle material, project plan or draw water bottles.
  - 5 X 1 minute per sketch



## Ideation/Brainstorming



Your initial idea may be good, but you may get a better one if you press on, and keep generating ideas

### Benefits of ideation

Never hurts

Can lead to new solution

Can lead to better solution

Can lead to an awesome solution for some *other* problem

Even if nothing comes of it, can add meaning to your original solution

# Ideation Techniques

## Brainstorming: What have you been exposed to?

Empathise

Come up with multiple solutions

Walks with music

Talk to people, get their opinions

Pinterist

Talk to myself

Bounce similar words: Cardboard to cardstock ....

Design heuristics cards

Do research on existing solutions, try to go beyond

Put on simmer in back brain, then comes out in the shower.

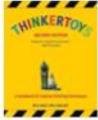
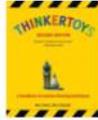
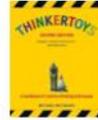
Go eat, while relaxed

Near drowning writing

Dali: fall asleep with a plate, then use the adrenaline rush from crash to get ideas  
Previous year's responses

1. Being receptive while falling asleep
2. Think to yourself first, then talk to others
3. Youtube videos
4. Expose yourself to similar solutions
5. Create a roadmap: list specifications and goals
6. Look through previous work; springboards
7. Walk away, give yourself time
8. Think of materials, then the object, and vice versa
9. Consider your audience, then come up with tone words about what they want
10. Come up with user personality profiles, be empathetic
11. Break task up into smaller parts
12. Go do sports with music, to relax the brain
13. Write everything, don't hold back, even if it is not possible/probable. Springboard off others' ideas.
14. Questionstorming. Qstorming. Helps you decide what's important, can guide brainstorming, open you to other considerations.
15. Sr design: pack of cards with techniques. Heuristic cards
16. Ugrad. Write down 100 ideas. First 15 are good, 50 are meh, after 70 ideas really opened up

Shop for thinkertoys on Google Sponsored

 <p>Thinkertoys: A Handbook of Creative-Thinking ... <b>\$9.83</b> Barnes &amp; Noble</p>	 <p>Thinkertoys <b>\$12.99</b> Google Play</p>	 <p>Thinkertoys, Hardcover, Author - Michael Michalko <b>\$7.98</b> Barnes &amp; Noble</p>
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Content from Thinkertoys by Michael Michalko

## Content from Thinkertoys by Michael Michalko

Business/entrepreneur oriented  
Lots of stories, some references  
Assortment of techniques  
Very positive-thought oriented

Ideation, particularly new ideas, comes from shifting your perspective, your point of view



Do you see FLIP or FLOP?

Linear techniques

Explore idea space systematically

Intuitive techniques

Your subconscious already has an answer, you just have to ask it nicely

### Linear Techniques

#### False Faces

- 1) State your challenge
- 2) List your assumptions
- 3) Challenge your fundamental assumptions
- 4) Reverse each assumption; write down the opposite of each one
- 5) Record differing viewpoints that might prove useful to you
- 6) Ask yourself how to accomplish each reversal. List as many ideas for each as you can.

#### Scamper

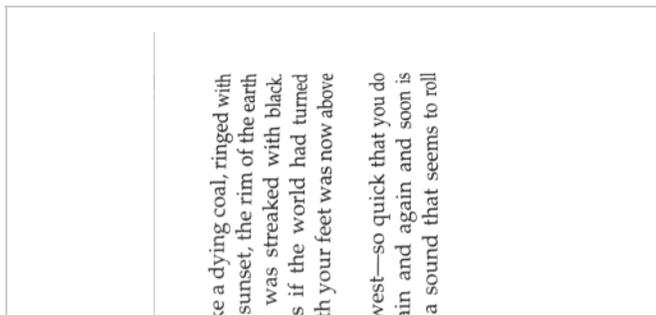
From Alex Osborn, 1940, pioneer of brainstorming techniques. Memonic by Bob Eberle

**S**ubstitute something  
**C**ombine it with something else  
**A**dapt something to it  
**M**odify or **M**agnify it  
**P**ut it to some other use  
**E**liminate something  
**R**everse or **R**earrange it

#### Intuitive

##### Not Kansas

Guided visualization. Similar to 'go to your happy place'; imagine experiencing all 5 senses: sight, touch, smell, taste, hearing. Entwine receiving mysterious messages, then look at them and write them down.



## STORM

You had never seen such a sunset. The sun was like a dying black long before it neared the horizon. After the sunset, th was blood-red for a few minutes, then the red was stre When you looked at the eerie sky, it seemed as if the v upside down and the road that ought to be beneath your fe your head. And then the sky turned black.

You are surprised by a flicker of light to the west—so, not recognize it as lightning. But it flickers again and a almost constant. Then comes the thunder, with a sound :

over you like boulders. The lightning begins to drive into the earth, with streaks as big as poles and terrible sounds.

The rain begins, pelting down in big scattered drops that at first feel good, but the drops grow bigger and soon the rain is falling in sheets, blown this way and that by the fitful wind. In a bright flash of lightning, you see something run in front of you. What is it? Study it and then let it go, but remember what you saw.

The water beats down more heavily, pounding you and running in streams off your hat brim. The rain is now so heavy that you begin to think you might be drowned. A stream of water pours down in front of your nose while another runs down your back. You are so cold and wet that you feel you might never get warm again.

The ground is covered with water and there is nothing to do but splash along. Suddenly, you begin to slide—you have stepped into a hole and you feel water rising up to your hips. You climb out and squish along again.

Soon you get too tired to think and can only hope for morning. But the night goes on and on. Finally, the lightning dies and the hard rain slows to a drizzle. You stop to empty your shoes of water. You drop one. When you stoop down to pick it up, you notice a bottle with a slip of paper in it. You pick up the bottle and put it in your pocket.

A little while later, dawn breaks and the rain stops completely. The sky is cloudless. The first sunlight sparkles on the wet trees and bushes and on the hundreds of scattered puddles. Cold and damp, you bend over a puddle and wash the mud off your clothes. Now that the sun is beginning to warm things up, you find a grassy hill that isn't too wet and ~~start a small fire.~~ *set up a cook stove substitute favorite protein* Starved, you fry up some eggs and thick slices of bacon. Breaking the fried eggs with your knife, you eat them with slices of bacon as you warm your body by the fire.

Remembering the bottle, you take out the note and read it slowly. What are the images? Open your eyes and write or draw your impressions and images. Write whatever comes to mind.

If the images are cloudy, repeat the exercise daily until you are comfortable with it and the images grow vivid. Begin to imagine that you are going to experience a breakthrough and the images will flow.

... who was trying to find a new business niche experienced

2019 2020

39% 21%

37% 6%

47% 14%

13% 4%

## Guided Visualization - Intuitive technique

A I got nothing

B Kinda cool, but nothing specific

C A couple of ideas

D Bingo! Something useful