Design Thinking for SDGs

Session 1 Ideate

Monday August 10, 2020

Prof Younah Kang
Prof Dongwhan Kim
Today's agenda

1) DT Step 1: Empathize
   ○ Empathize with your P, issues in Sustainable Development
   ○ Activity: Empathize recap

2) DT Step 2: Define your problem
   ○ Activity: How Might We question and Problem Statement

3) DT Step 3: Ideate
   ○ Find a right solution
Before we begin

Let’s have a brief presentation from each team.

What is your **problem statement**?

(Starting with Group 1, two minutes each)
Session 1

Ideate
Ideate
Possible solutions
Co-create
Combine, prioritize, select

Understand
Experience, empathize; users and stakeholders
Research, benchmark

(re)Define
Dissect the brief
Define the problem
Redefine the problem

Prototype
Build to test
...to understand
...to ideate
Tell stories

Test
Test to learn
With people!
Provide experiences
“Going wild”

to explore a wide solution space - both a large quantity and diversity among ideas.
Divergent

create choices

Convergent

make choices
IDEATION IS MENTAL SIMULATION
Where are ideas born?

Berth, 1993
collaboration + group effort!

Even though designers have been observed to spend 85% of their time working alone, 88% of the critical situations in a design process (e.g. where the design takes a new direction as opposed to routinely pursuing the current one) occur in moments of collaboration.

Badke-Schaub and Frankenberger, 1999
IDEA!
GOOD IDEA!
Rules for ideation

1. Set a time limit

2. Start with a problem statement, possible questions (HMW), a goal and stay focused.

3. No judgement or criticism (including non-verbal)

4. Encourage weird and wild ideas

5. Aim for quantity

6. Build on each other’s ideas

7. Be visual

8. One conversation at a time
Various types of ideation techniques

Typically ANY method is better than NO method!

Group vs. individual (or either)
Intuitive vs. logical/directed
Different medium (spoken, written, drawing, modeling)
Inventorying techniques
  mind mapping

Associative techniques
  Brainstorming
  6-3-5
  C-Sketch
  Bodystorming

Systematic/analytic tech.
  morphological analysis
  TRIZ
  Design catalogues
  Attribute listing

Provocative techniques
  SCAMPER
  Forced relationships
  Analogies
  Metaphors
  Word associations
  Random stimuli
BRAINSTORMING
Exercise: Brainstorming

1. Revisit your central theme (problem statement/HMW question)
2. Brainstorm (10 min)
   a. How are we going to solve this problem?
   b. 1 idea per post-it
   c. 5+ ideas per person
   d. Put every post-it on the MURAL board
3. Group your ideas (20 min)
   a. build on each other’s ideas
4. Prioritize (10 min)
Introducing “MURAL”

- Digital workspace for visual collaboration
- No sign-in required
- No installation
Eight Brainstorming Rules

1. No negativity - defer judgement.
2. All ideas are valid at this stage.
3. Everyone contributes.
4. Every idea is welcome. Encourage wild ideas.
5. Build on other people’s ideas.
6. Go for quantity. Come up with as many ideas as you can.
7. Take turns talking. Listen when you’re not talking.
8. Forget the past and think about the future instead.
Idea selection is not just about choosing between ideas. It is just as much (if not even more) about improving the ideas by combining them, taking features from other ideas to strengthen others and possibly getting even more ideas.
OK. Let’s Just Do It.
In the beginning of the next session, each team will briefly pitch their solution statement.
Due beginning of the 1st session on FRIDAY

Slide one: sentence solution statement

Slide two or more: solution scenario that describes how your product/service can be used to solve the problem

Optional: some prototyping ideas for your solution