

Design Thinking for SDGs

Session 1 Ideate

Monday August 10, 2020

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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

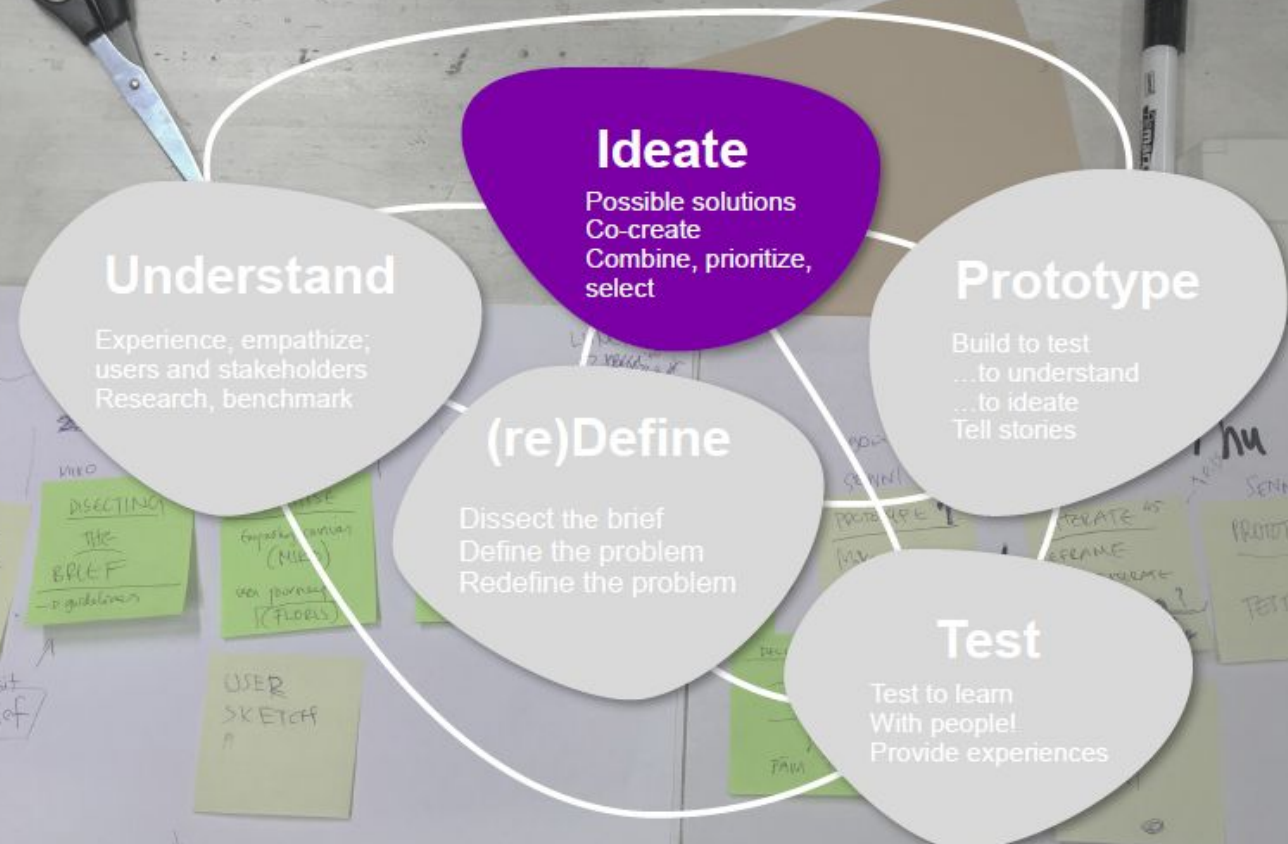
Let's have a brief presentation from each team.

What is your problem statement?

(Starting with Group 1, two minutes each)

Session 1

Ideate



Understand
 Experience, empathize;
 users and stakeholders
 Research, benchmark

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

Ideate
 Possible solutions
 Co-create
 Combine, prioritize,
 select

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

Test
 Test to learn
 With people!
 Provide experiences

10:15
 MIRO
 GENERAL OVERVIEW
 MIRO

MIRO
 DISSECTING THE BRIEF
 - guidelines

MIRO
 Empathy canvas (MIRO)
 user journey (FLOORS)

USER SKETCH

13:00 12:00
 MIRO
 SENNI
 PROTOTYPE 2
 PÄIVI
 PITCH

revisit brief

PROBE

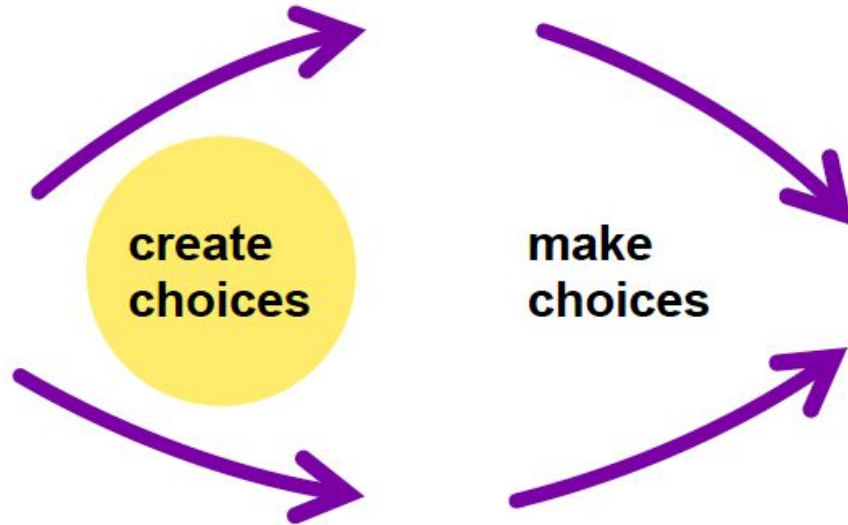
A bowl filled with white paper scraps, each with the word "ideas" printed on it in black, lowercase letters. The scraps are scattered and overlapping, creating a sense of abundance and diversity. The background is a solid, bright yellow color.

“Going wild”

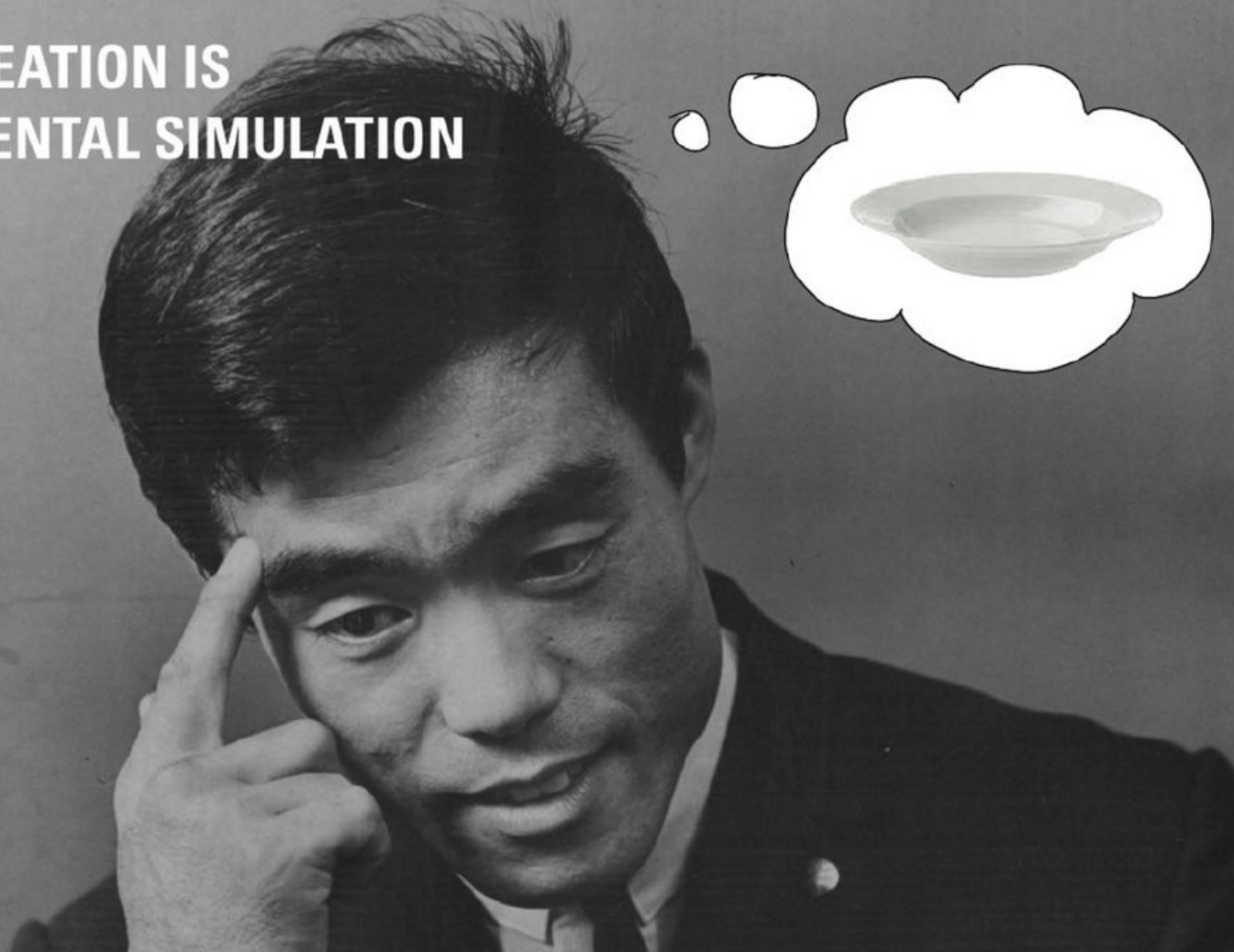
to explore a wide solution space -
both a **large quantity** and **diversity** among ideas.

Divergent

Convergent

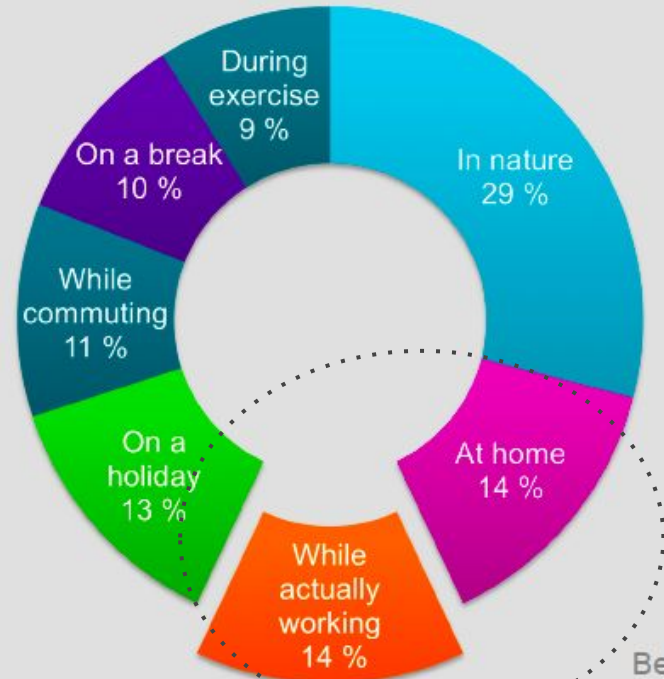
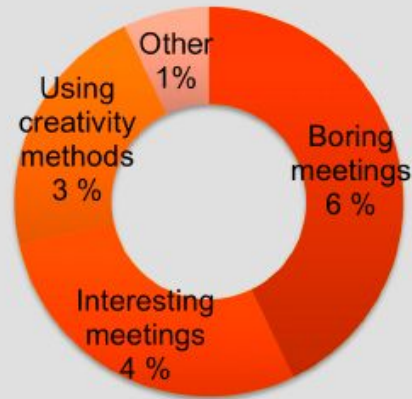


**IDEATION IS
MENTAL SIMULATION**





Where are ideas born?

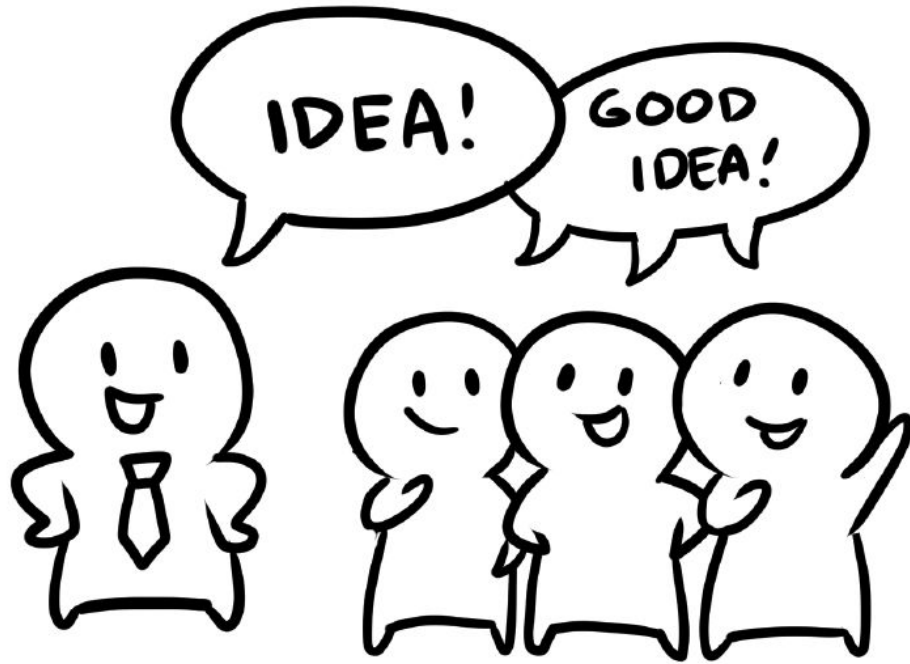


Berth, 1993

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



NNGROUP.COM **NN**/g

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)



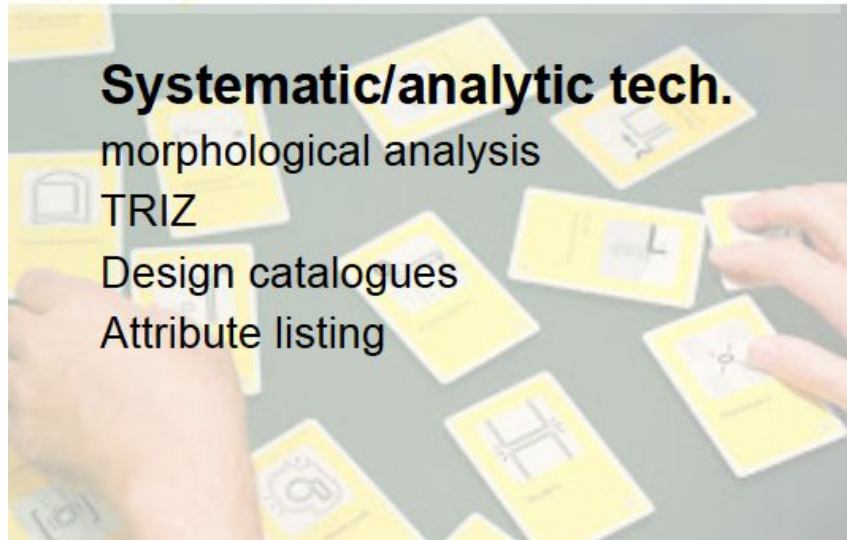
Inventorizing techniques

mind mapping



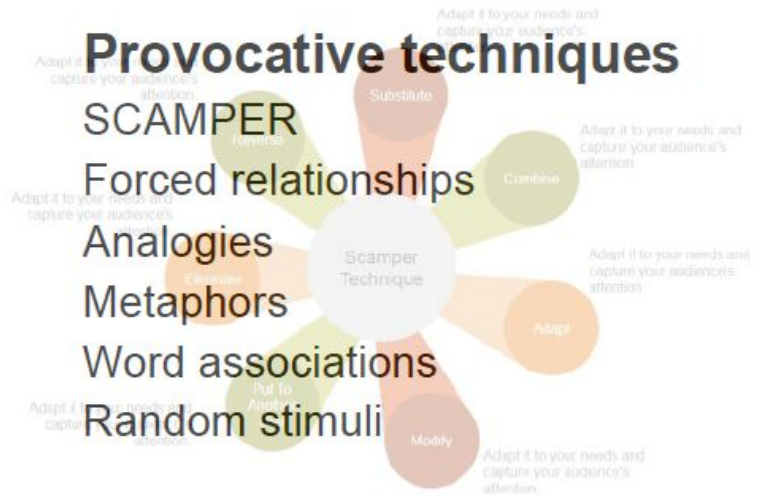
Associative techniques

- 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