

Design Thinking for SDGs

Session 3,4 Ideate

Wednesday August 18, 2021

Prof Younah Kang

Prof Keeheon Lee



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
- 4) DT Reminder: Leaving No One Behind



Today's agenda

Session 1

- | | |
|---------------|--|
| 13:00 - 13:30 | Presentation on 'problem statement' from each team |
| 13:30 - 13:45 | DT Step 3: Ideate |
| 13:45 - 15:00 | Group working session |
| 15:00 - 15:30 | Presentation on Miro from each team |

Before we begin

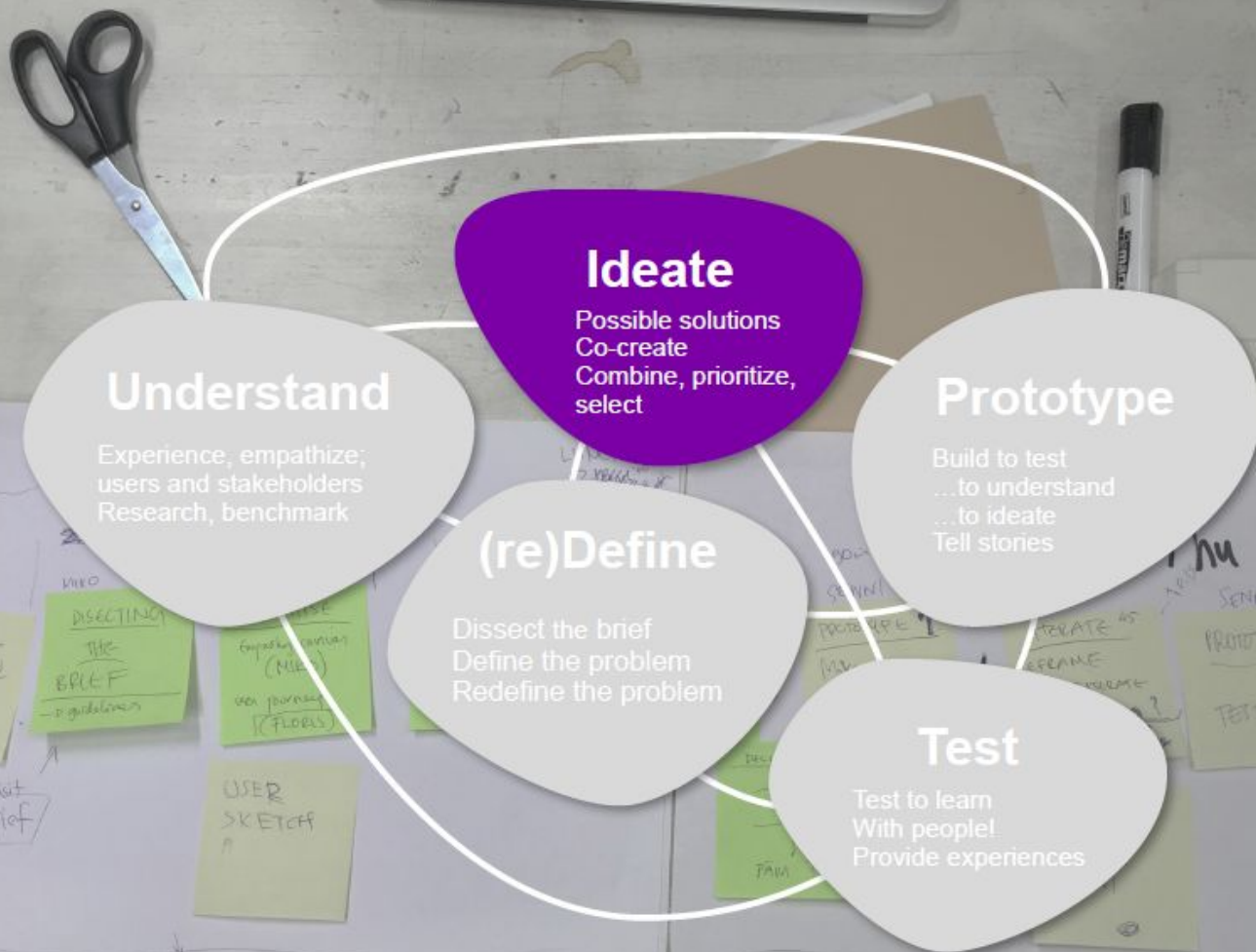
Let's have a brief presentation from each team.

What is your problem statement?

(Starting with Group 1, two minutes each)

Session 1

Ideate



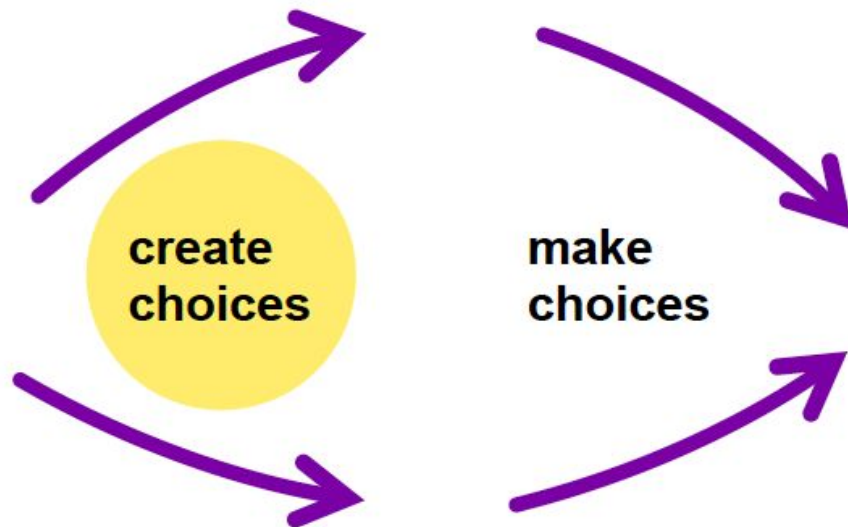
“Going wild”

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

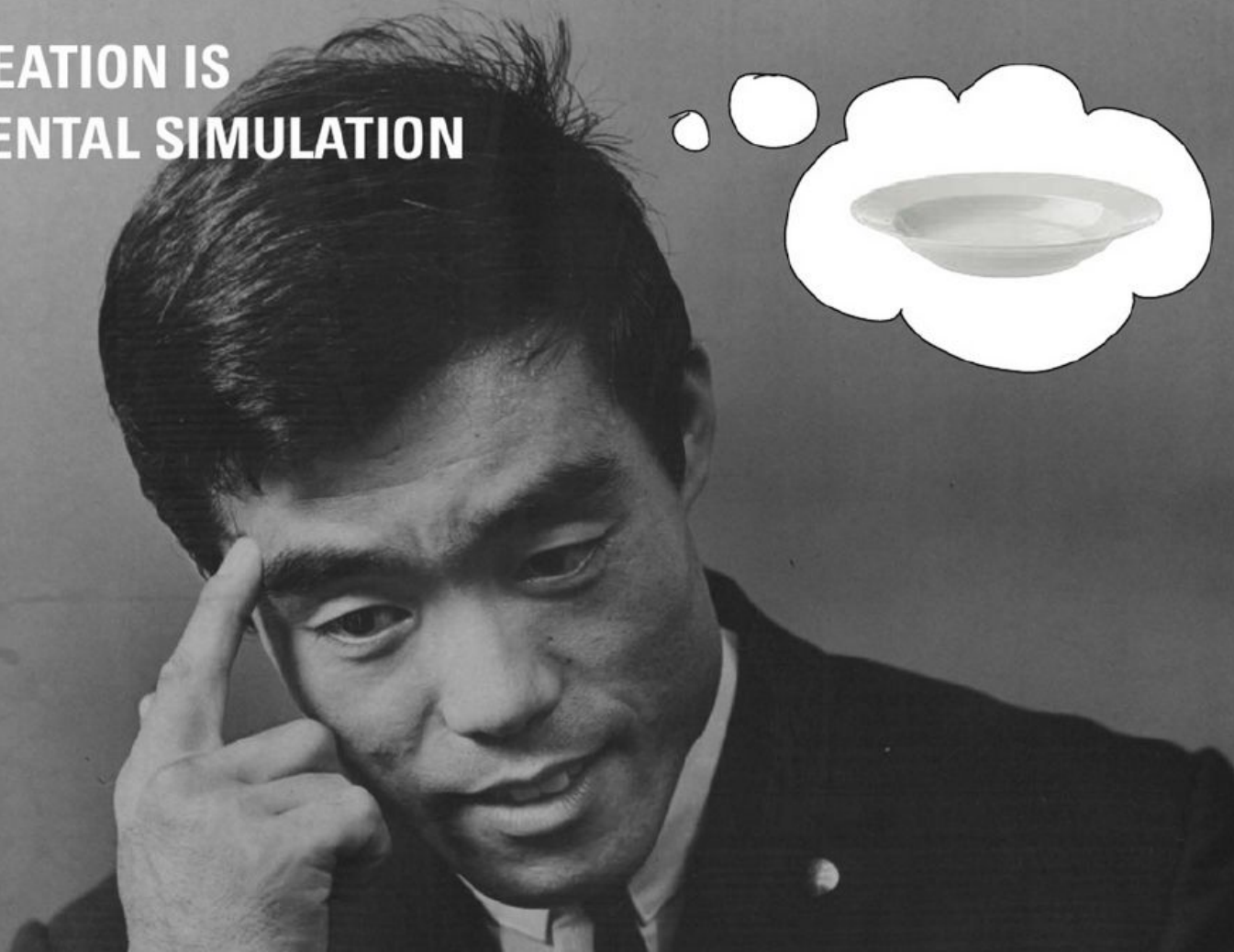


Divergent

Convergent

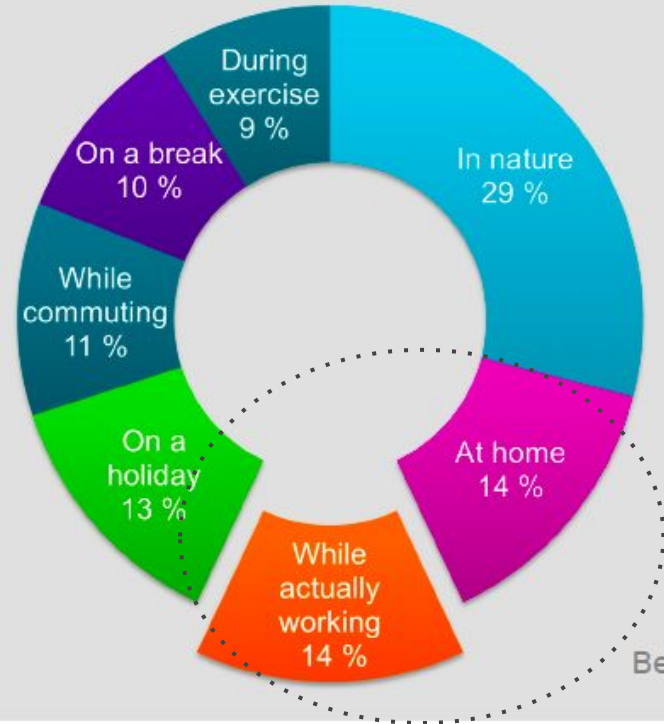
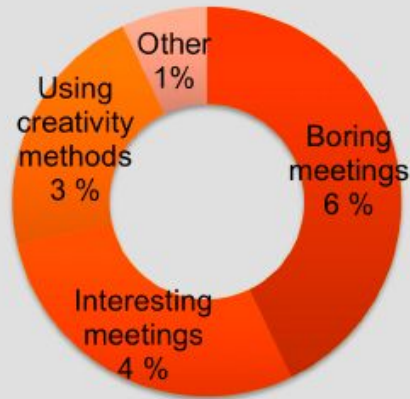


**IDEATION IS
MENTAL SIMULATION**





Where are ideas born?

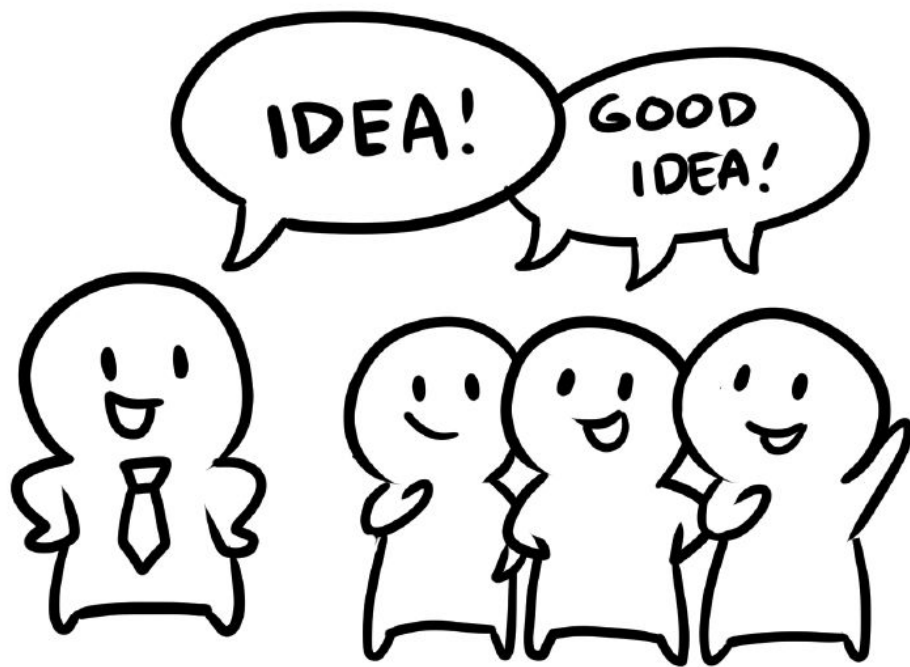


Berth, 1993

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)



Inventorying techniques

mind mapping



Associative techniques

Brainstorming

6-3-5

C-Sketch

Bodystorming

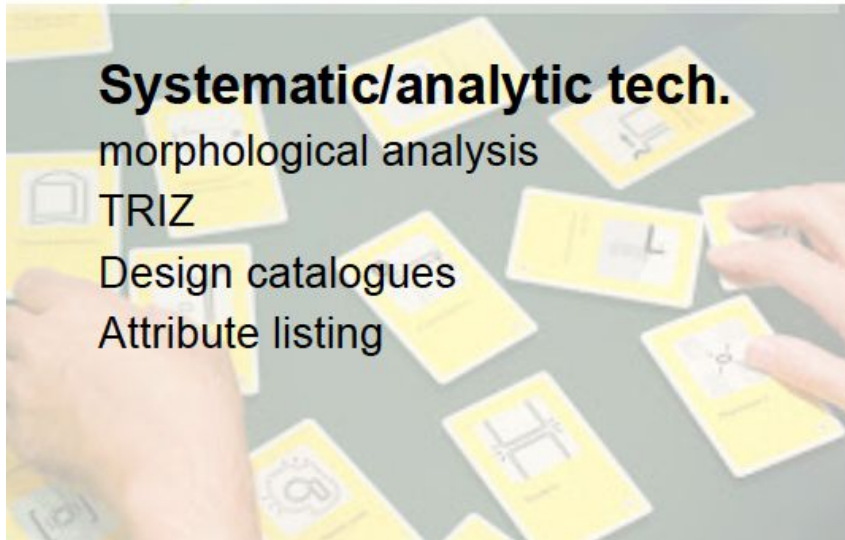
Systematic/analytic tech.

morphological analysis

TRIZ

Design catalogues

Attribute listing



Provocative techniques

SCAMPER

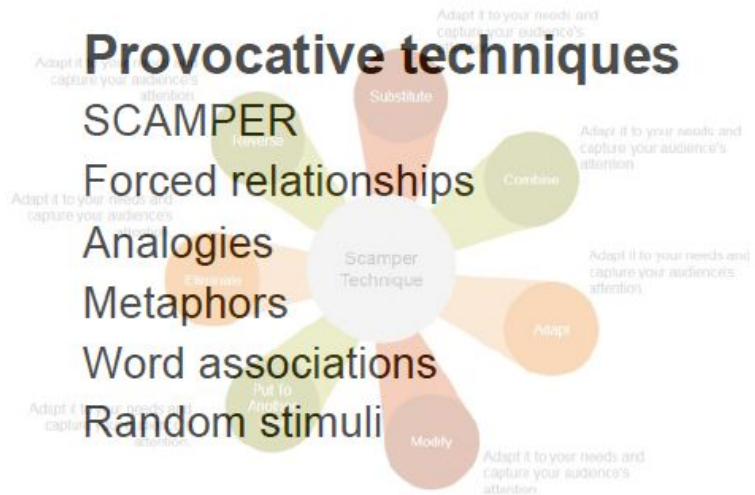
Forced relationships

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 Miro board
3. Group your ideas (20 min)
 - a. build on each other's ideas
4. Prioritize (10 min)



Write down your
problem statement /
HMW questions

Participant 1

Participant 2

Participant 3

Participant 4

Participant 5

Participant 6

Idea 1

Idea 2

Idea 3

Idea 2
improvement

Idea 3
improvement



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 Tomorrow

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