Design Thinking for SDGs

Session 3,4 Ideate

Wednesday August 18, 2021

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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

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
Ideate
Possible solutions
Co-create
Combine, prioritize, select

Understand
Experience, empathize; users and stakeholders
Research, benchmark

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

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

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?

- During exercise: 9%
- In nature: 29%
- On a holiday: 13%
- At home: 14%
- While actually working: 14%
- While commuting: 11%
- On a break: 10%
- Using creativity methods: 3%
- Interesting meetings: 4%
- Boring meetings: 6%
- Others: 1%

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

- Group vs. individual (or either)
- Intuitive vs. logical/directed
- Different medium (spoken, written, drawing, modeling)

Typically ANY method is better than NO method!
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
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
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 then, 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