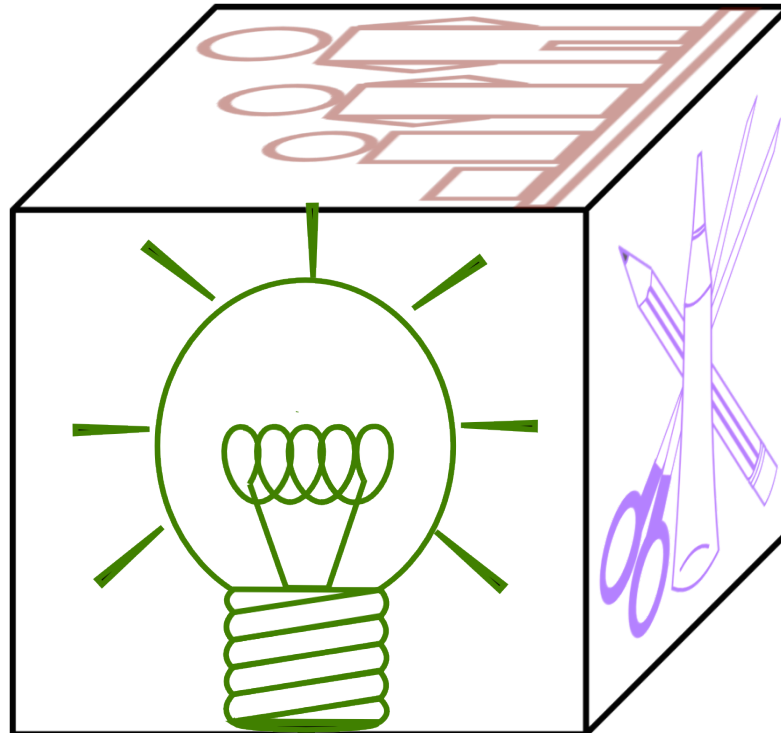
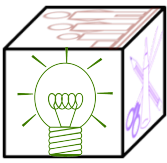


# IDEATE





10 min

## 1. Generate How Might We question

The previous step, *interpret*, aimed, among other things, at revealing insights and your POV. You can use them now, to create your How Might We question that will serve as focus point for your brainstorming ideation sessions.

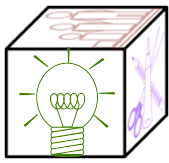
**Team activity/Practiced during DT course – repeated alone (check by Mentor)**

1- Write your challenge / project title

2- Write your POV

3- Brainstorm HMW question considering following exploring suggestions: (see also dschool card)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Play POV against challenge | <input type="checkbox"/> Break POV into pieces               | <input type="checkbox"/> Amplify good aspects |
| <input type="checkbox"/> Isolate bad inputs         | <input type="checkbox"/> Create analogy from need or context | <input type="checkbox"/> Explore the opposite |



20 min

## 2. Planify brainstorming session to go deeper in ideation step...

A popular and effective way to foster your creativity is to brainstorm ideas, but that address a specific HMW question. Brainstorming needs a bit of preparation and this card is designed for it.

**Team activity/ Practiced during DT course – repeated when team on its own**

### 1- Prepare your session – invite guests.

A BS is a group activity. The larger the number of participants, the better. Try to target guests from different horizons (culture, study profile, gender, age), so as to foster fresh ideas. A group of 8 people (including you is a good start

#### Name and profile of guests:

1.

2.

3.

4. \_

### 2- Select the HMW question.

If you have raised several HMW questions at the end of the previous step, pick the one you believe is the most promising for BS. Of course, you can dedicate different BS to cover your HMW. It is just a matter of time!

#### HMW question:

### 4-Set warm-up session.

Just for the group to be in a good mood, set a group activity of your choice

#### Our warm-up session activity

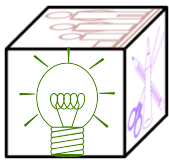
### 3- Get ready for the session.

List all the stuffs you will need to run it smoothly. Don't expect your guests to come with pens and post-its! Also don't underestimate the power of sugar!

#### Stuffs you need:

#### The 7 IDEO's rule for good brainstorming session:

- 1. defer judgment:** nobody should critic other ideas, since there are no bad ideas at that time
- 2. Encourage wild ideas:** a bit of craziness may also hide a great component of a future product. In line with condition 1
- 3. Build on the ideas of others:** think "and" rather than "but"
- 4. Stay focus on topic:** thinking wild does not mean that you propose things completely out of scope
- 5. One discussion at a time:** you need to hear what the others say. Key thing if you want to satisfy rule 3!
- 6. Be visual:** sometimes drawing better reflects things than words!
- 7. Go for quantity:** a good idea usually comes out of a lots of ideas. So set a threshold and try to surpass it!



45-60 min

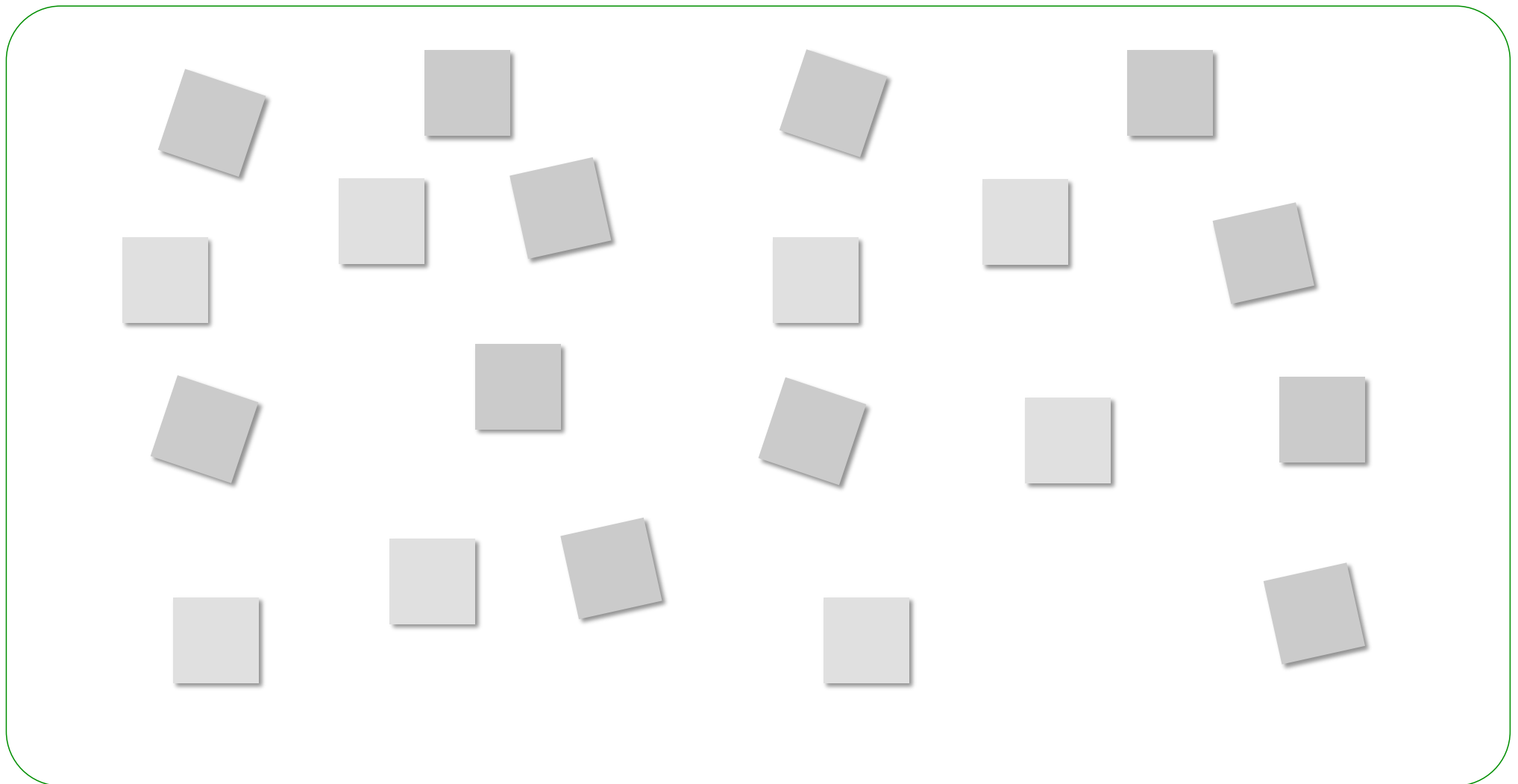
### 3. ...And do it

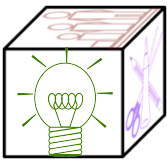
*Equip people with markers and post-its and try to get as much idea as possible during brainstorming session.  
Change rules of the brainstorming to explore different ideation avenues  
(e.g. “Yes, and...” ideas, constrained ideas, analogical ideas)*

***Team activity/ Practiced during DT course - done during meeting with mentor (the mentor will play the role of the facilitator) / Use post-its***

HMW question:

“Yes, and...” session: when someone proposes new idea, build on it to give volume using “YES AND...”.





### 3. ...again (Constraint ideas)

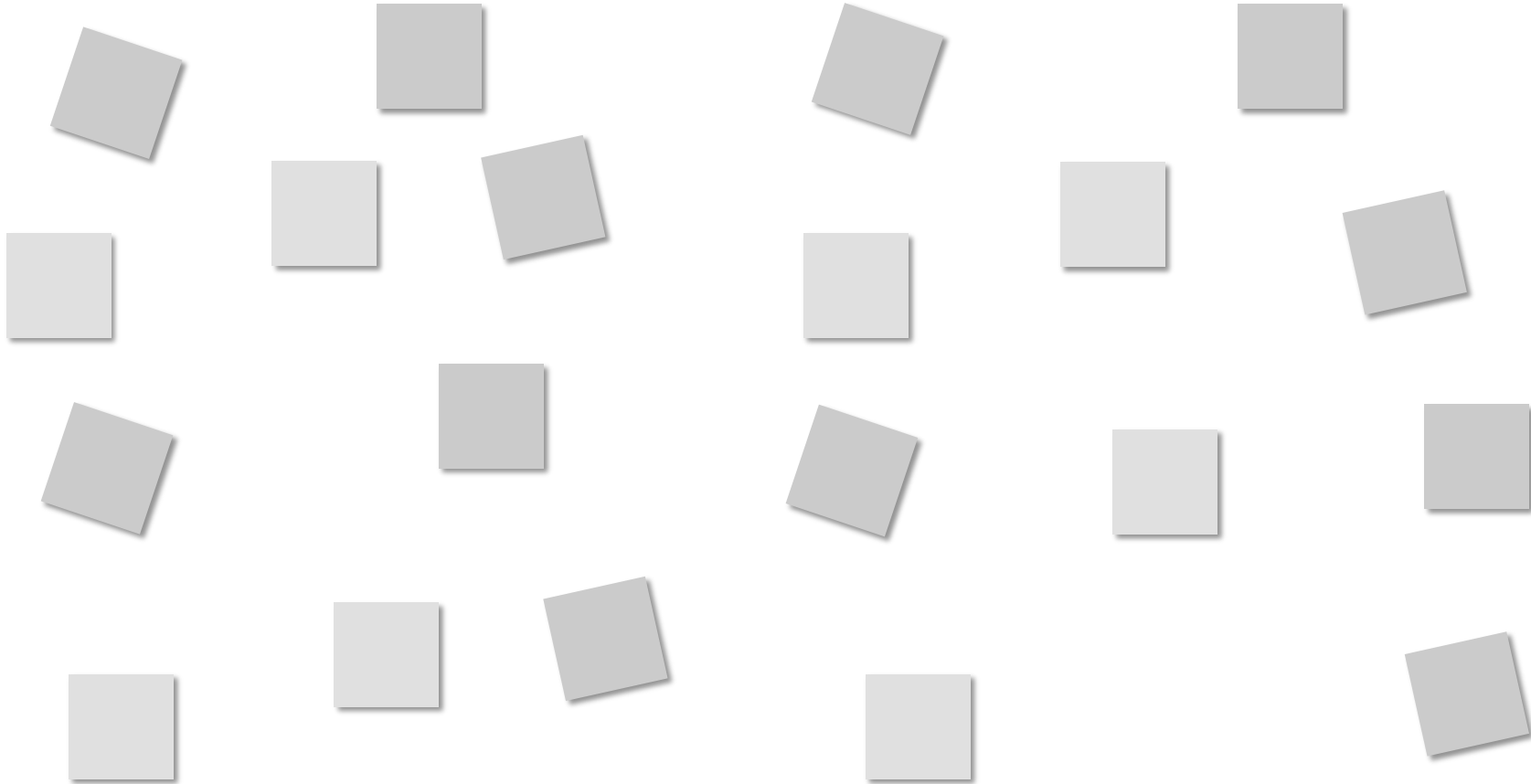
*Constraint your ideas with specific, even weird criteria (e.g. only very expensive ideas, ideas that will make angry your boss, ideas that need magic or to live in a parallel world to come true). Doing so, you encourage yourself to think of crazy ideas.*

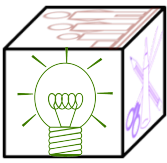
***Team activity/ Practiced during DT course- done during meeting with mentor / Use post-its***

HMW question:

Your three constraints:

- 1.
- 2.
- 3.





### 3. ...and again (analogical ideas)

Think of analogical people/places that you could get inspiration from to generate new ideas. First, think of a typical emotion related to you HMW, then how this emotion could be conveyed to your end-user in these analogous situations.

**Team activity/ Practiced during DT course - done during meeting with mentor / Use post-its**

What emotion are we trying to evoke?

What/where/who does that well?

- 1.
- 2.
- 3.
- 4.

Analogous HMX question: reformulate your HMW using the template below, so as it considers the analogous situation, Use post-its of different color for different analogous situations

HOW MIGHT



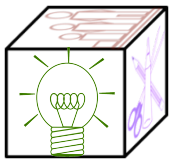
---

*the rest of the formulation of your HMW*

---

---

?



### 3. Select promising ideas

Whether you found ideas through insight combination, brainstorming or both, you will now have to select the most promising ones. Either you let your feeling decide and vote for the more promising ones (good if just have few ideas, but we hope not!) or do it using the 2x2 comparison

**Team activity/Practiced during DT course - done during meeting with guests after brainstorming session**

#### 1- Do voting

Don't select the best one but select the most 3-4 promising ideas you would like to deeper analyze. Everybody selects his/her choices then rank the final best ideas from the poll of votes..



#### 2- 2x2 comparison

Identify a potential list of evaluation criteria, thinking about which constraints are most important for you particular context

Comparison criteria (e.g. ergonomic, price, environmental impact, breakthrough, delight, implementation speed...)

- 1.
- 2.
- 3.
4. .

#### 2- Place your ideas on scattergram

Position your first two criteria on opposing axis. Take all you ideas, put in center and move them around thinking of the 2 criteria. The best ideas are those that will end up in the upper right hand corner. Note results on paper.

Repeat this process with other criteria to refine best ideas choice. At the end, look for intersection.

