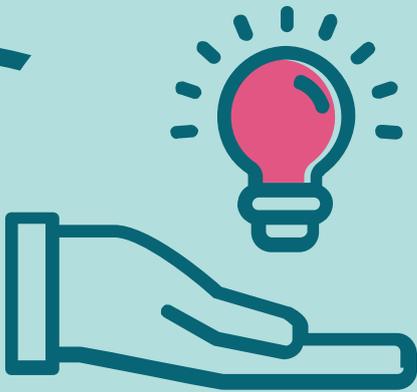# 03

Ideate

Ideate

03

This section of the guide will support practitioners in the third stage of the **Design Thinking model: ideate.**

The aim is to "ideate" the road for promoting social change. On the base on the data collected during the first stage (Emphatize) and focalized through the second one (Define) we will be able to create an actionable social change idea to prototype in the following stage.

The **How Might We (HMW)** questions lead to Ideation sessions in which designers explore ideas that can assist in solving design challenges innovatively. HMW questions should not be too broad or too narrow.

Define Ideate Phase

The Ideate phase allows design thinkers to experiment with new concepts and solutions, considering that Design Thinking is not a linear process. The insights and outputs generated from the Empathize and Define stages (getting to know your people and developing a clear problem description) will, however, lead and inform a constructive ideation session. The Define and Ideation stages of a typical Design Thinking process overlap significantly.

Activities	Tools to Use	Deliverables
1. **Icebreaking**	• Word generator, drawing & writing tools	• Sketches to communicate Idea/ concepts
2. **Brainstorming**	• Drawing & writing tools, paper, laptop, tablet	• Sketches to communicate Idea/ concepts
3. **Brainwriting**	• Paper, pen, pencil, stopwatch, sticky notes	• Idea Cards
4. **Remote Brainwrite**	• Google Spreadsheet	• Idea Cards
5. **Brainwalk**	• Walk the walls, markers and flip chart paper	• Flip chart papers
6. **Analogies**	• Drawing tools, paper	• Drawing parallels
7. **Gamestroming**	• A set of co-creation tool	• large diagrams, sketching ideas, fusing words
8. **Crowdstorming**	• Survey, review, social media	• Charts, graphs, data-table
9. **Creative Pause**	• Go for a walk, having coffee, or just relaxing	
10. **Ideation Workshops**	• Flip-charts & whiteboard	• Prioritization map
11. **Mind maps**	• Persona	• Affinity map
12. **Sketching/ drawing**	• Design Brief	• Idea evaluation
13. **Dot Voting**	• Dot sticker, a pen or a marker	• Two/ three ideas emerged from the whole.

"It's not about coming up with the 'right' idea, it's about generating the broadest range of possibilities."

Hasso Plattner Institute of Design at Stanford

01 Ice Breaking

An ice-breaking session is a group activity or game designed to help participants feel more comfortable with one another and establish a positive, open-minded atmosphere. The goal is to "break the ice" and create a sense of camaraderie and trust among group members, making it easier to collaborate and communicate effectively.

According to the American Management Association, ice-breaking activities are *"often used at the beginning of a meeting or training session to help participants get to know each other and feel more comfortable in the group."* (Source: https://www.amanet.org/articles/ice-breakers-that-really-work/)

Warm Up Ideation Session

In this session a made-up situation is chosen and the participant are invited to share the worst idea they can think of.

Mash-up Ideation

In this session, participants are invited to come up with an idea using a selection of random words or images as inspiration

02 Brainstorming *(face to face/online)*

Brainstorming can be defined as a creative process that incorporates cycles of divergent and convergent thought as well as verbally exchange of ideas among members of a group. Brainstorming is a process that helps social design thinkers come up with more creative ideas by asking a series of questions in a short period of time.

During this phase, it is not necessary to supply answers or solutions. Thinking in terms of questions rather than solutions makes it easier to overcome cognitive biases and explore uncharted territory.

> *"Questioning is an innate behavior that's actively subverted and shut down"*
>
> **Harvard Business Review**

It is advisable to include two or three individuals who have no prior knowledge of the issue and who think differently than you do. Because they are not invested in the status quo and do not have any established methods of thinking about the issue, they will ask surprising and intriguing questions that you would not.

The rules of brainstorming:

- Defer Judgment
- Encourage Out-of-the-Box Thinking
- Make Use of Others' Ideas
- Be Visual to allow the other members visualize
- Quantity over quality
- Maintain Concentration on the Subject One Dialogue at a Time

In our case, **sketches to communicate Idea/concepts** will be the deliverable of the brainstorming process.

03 Brainwriting *(face to face/online)*

Brainwriting is an alternative to traditional brainstorming, a quiet procedure. Instead of exchanging ideas verbally, participants write them down before passing them on to someone else. The next person reads these thoughts and adds their own, and so on until each individual's ideas have gone through a full rotation. All ideas are then gathered and presented to the group for discussion. **Idea cards will be the deliverable of the brainwriting process.**

04 Remote Brainwriting *(online)*

Remote brainwriting is the online version of the brainwriting action in which, through a google spreadsheet, **digital idea cards** will be delivered.

05 Brainwalk *(face to face)*

This is the more tactile, active version of brainwriting. Instead of spreading paper around the room, the designers travel between separate "ideation stations." They'll add their own ideas before moving on to the next station, just like brainwriting. **Flip chart papers** will be the deliverable of the brainwalk process.

06 Analogies (face to face, online, blended)

Analogies can be a fantastic brainstorming approach because they help to advance comprehension by creating comparisons. By comparing what social design thinkers trying to solve with different items and scenarios, members can produce out-of-the-box thoughts based on different ways of comprehending the problem. For instance, is it possible to be inspired in social change solutions from different fields like economy, business or engineering. **Drawing parallels** will be the deliverable of the analogy action.

07 Gamestorming (face to face, online)

Add a game element to a non-gaming situation to increase participation, such as fishbowl (sitting in two concentric circles, facing each other, and listening while the other talks), anti-problem (look at the opposite of your situation or problem), or cover-story (write up a story including a title, headlines, sidebars and images) can be very useful and funny in the context of define phase. **Large diagrams, sketching ideas and fusing words** will be the deliverable of the gamestorming action.

08 Crowdstorming (face to face, online)

Crowdstorming is the process of soliciting ideas from the audience and evaluating them. Crowdstorming provides a solid foundation for your ideas by utilizing polls, reviews, and social media. While this may not always result in the finest idea being presented, it can do wonders for insight. **Charts, graphs and data-table** will be the deliverable of the crowdstorming action.

09 Creative Pause (face to face)

Creative pause is helpful if the design team member(s) have become fixated on a single concept. Conscious pauses and steps away from the traps allow them to do wonders for creating new ideas. **Idea notes** will be the deliverable of the creative pause action.

10 Ideation Workshop (face to face, online)

An ideation workshop is a secure environment in which ideas can be generated. The primary purpose of an ideation session is to inspire innovation and creativity. Design team members gather to talk and share ideas honestly and without judgement.

Significance of ideation workshop

- Ideation workshops can be quite beneficial in getting your teams unstuck.
- Expand collaboration and viewpoints.
- A safe space for creativity
- A non-judgmental environment for creation
- Exciting and enjoyable

Prioritization map will be the deliverable of the ideation workshop action.

11 Mind Map (face to face, online)

Mind mapping is a visual ideation tool developed that enables designers to establish links between distinct collections of thoughts or facts. To begin, write a term in the center of the page (normally related to your problem statement) and then surround this term with any and all concepts that come to mind on the same piece of paper.

Finally, consider how these ideas are related, showing those connections with lines and curves to create a visual map. This technique allows the designers to recognize the patterns.

The **Affinity map** will be the deliverable of the mind map action.

12 Sketching/Drawing (face to face, online)

Sketching is a practical approach to putting ideas on paper to communicate them to coworkers or develop new solutions. Designers can present their ideas with narrative through sketching. This activity allows designers to create visual representations of any complex information or idea. Designers employ many techniques for sketching to make it approachable, such as using simple shapes, lines, and words to create action-based, using words, stick figures/boxes, and so on. The **Idea evaluation** will be the deliverable of the sketching/drawing action.

13 Dot Voting (face to face, online)

Dot voting is a basic tool used in a group environment to democratically prioritize items or make decisions. It is a simple, basic method for narrowing down options and settle on a collection of notions or ideas.

The Dot-Voting System
- Collect Materials
- Establish voting restrictions.
- Vote.
- Determine the outcome.
- Narrow and re-vote if necessary.

Color-code votes to represent various voting criteria. Traditional dot voting makes use of dots that are all the same color. Consider using different colors on purpose to add nuance (and information) to the voting process. If members of a design team vote on a set of concepts, for example, green dots could represent practicality and yellow dots could represent user effect. A mess of green and yellow dots would result. The **Two/ three ideas emerged** from the whole will be the deliverables of the dot voting action.

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