UX Fundamentals

Week 7: Concept Development

Mar 8 2021
Today’s Agenda:

- **10:05 - 10:30** Introduction to **Ideation**
- **10:30 - 11:00** Brainstorm Breakout
- **11:00 - 11:50** Brainstorm Debrief and Feedback
Assignment for this week:
Ideation + Brainstorming!

- Complete **Deliverable 4**, the creative matrix exercise, by **Sunday 3/14**.
- Each group should contribute to the **#week-7-discussion** channel, on the topic of **ideation and brainstorming**.
Where we are in the process

**Weeks 1-3**
- Initial assumptions
- Secondary research
- Plan and conduct user research

**Weeks 4-5**
- Identify patterns and themes from research
- Apply frameworks to make meaning

**W6**
- Presentation of insights and opportunity areas

**Weeks 7-8**
- Develop concepts based on prioritized opportunity area for design

**Weeks 9-11**
- Prototype the user experience
- Conduct evaluation sessions with users

**W12**
- Presentation of insights from feedback sessions

**Weeks 13-15**
- Final refinement, based on learnings from feedback
- Create final presentation

**W16**
- FINAL PRESENTATION
Where we are in the process

**Weeks 1-3**
- Initial assumptions
- Secondary research
- Plan and conduct user research

**Weeks 4-5**
- Identify patterns and themes from research
- Apply frameworks to make meaning

**W6**
- Presentation of insights and opportunity areas

**Weeks 7-8**
- Develop concepts based on prioritized opportunity area for design

**Weeks 9-11**
- Prototype the user experience
- Conduct evaluation sessions with users

**W12**
- Presentation of insights from feedback sessions

**Weeks 13-15**
- Final refinement, based on learnings from feedback
- Create final presentation

**W16**
- Final presentation
Let’s Ideate!
In a nutshell? WHAT – SO WHAT – NOW WHAT

Finding

- Synthesis was the act of making sense of what we’ve seen and heard during observations
- Takes us from inspiration to ideas, from stories to solutions
- Enables us to establish a new perspective and identify new opportunities

HMW’s

Finding

What? Describe an event or action.

Insight

So what? Explain why that action or event was significant.

Now what? Explain how you will use that information to inform future practice.

Finding

Insight
Framing for Multiple Solutions
A properly framed “How might we....?” doesn’t suggest one solution; but gives you the perfect frame for innovative thinking.

Inspired by Insights
HMW is inspired by at least one of the developed insights which are linked to more than one observation, interview idea or quote.

Creating Helpful Boundaries
HMW question is broad enough to lead to a wide range of solutions; but narrow enough to create helpful boundaries to think about specific solutions.
High-level definition of Ideate

“The primary focus of the ideate space is to brainstorm, propose, and plan ideas. Again pulling from our definition of HCD, we want to emphasize the importance of collaboratively developing solutions. During this space, students should be generating ideas, communicating them to others, getting feedback, and iterating.”
**Processes + Practices**

**IDEATE**

**Processes**

*Brainstorm*  
- Set goals for the ideation session  
- Defer judgement  
- Ideation of potential solutions

*Plan*  
- Break down the problem into manageable pieces  
- Whittling down the ideas from brainstorming to proposing  
- Develop a plan of action

*Propose*  
- Communicate proposed solutions  
- Iterate in response to new information  
- Come up with alternative solutions

**Now What?**

*Narrow Concepts*  
- Identify which concepts are the most viable

---

Mary Jo's Story

On her way to work, Mary Jo stops at a gas station to fill up.

The app reminds her to photograph the odometer and...

...as she pulls into her favorite car place to schedule an appointment.

The app tells her an oil change is due and...

...she is happy knowing her car is being taken care of reliably.
Sketch: Drawing a basic concept
Wireframe: Refining the concept further
Mockup: Creating visual graphic and content
Prototype: A detailed visual representation of your product
Defer judgement

Instead of judging, build on each other and foster great ideas.
Encourage wild ideas

Extreme ideas often give rise to creative leaps by inspiring others on your team.
Build on the ideas of others

If you see an idea that you think could be better, by all means build on it.
Keep the discussion on target.
One conversation at a time

Listen to others, it will help inspire new ideas.
Be visual

Doesn’t matter how terrible of a sketcher you are! It’s all about the idea behind the sketch.
Go for quantity

Aim for as many new ideas as possible.
1. Look for the good, not bad, in problems.
   What’s working? What can we leverage for impact?

1. Ask yourself “What can I do to make myself hate this less?”
   What can I contribute?
   Interest + Skill + Need lists

1. Creative Matrix Exercise
**Creative Matrix Exercise**

<table>
<thead>
<tr>
<th>These can be</th>
<th>HMW 1</th>
<th>HMW 2</th>
<th>HMW 3</th>
<th>HMW 4</th>
<th>HMW 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persona 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persona 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persona 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persona 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persona 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Creative Matrix Exercise – Recipe app

**These can be ANYTHING!**

<table>
<thead>
<tr>
<th></th>
<th>HMW help users learn to cook?</th>
<th>HMW provide nutritional advice?</th>
<th>HMW incorporate existing ingredients?</th>
<th>HMW continue to provide inspiration?</th>
<th>HMW help users with special diets?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Novice</strong></td>
<td>Idea 1</td>
<td>Idea 2</td>
<td>Idea 3</td>
<td>Idea 4</td>
<td>Idea 5</td>
</tr>
<tr>
<td><strong>The Foodie</strong></td>
<td>Idea 6</td>
<td>Idea 7</td>
<td>Idea 8</td>
<td>Idea 9</td>
<td>Idea 10</td>
</tr>
<tr>
<td><strong>The Mom</strong></td>
<td>Idea 11</td>
<td>Idea 12</td>
<td>Idea 13</td>
<td>Idea 14</td>
<td>Idea 15</td>
</tr>
<tr>
<td><strong>The Student</strong></td>
<td>Idea 16</td>
<td>Idea 17</td>
<td>Idea 18</td>
<td>Idea 19</td>
<td>Idea 20</td>
</tr>
<tr>
<td><strong>The Experimenter</strong></td>
<td>Idea 21</td>
<td>Idea 22</td>
<td>Idea 23</td>
<td>Idea 24</td>
<td></td>
</tr>
</tbody>
</table>

25 ideas freaky fast!
### Creative Matrix Exercise – Recipe app

**These can be ANYTHING!**

<table>
<thead>
<tr>
<th></th>
<th>HMW help users learn to cook?</th>
<th>HMW provide nutritional advice?</th>
<th>HMW incorporate existing ingredients?</th>
<th>HMW continue to provide inspiration?</th>
<th>HMW help users with special diets?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Novice</strong></td>
<td>Idea 1</td>
<td>Idea 2</td>
<td>Idea 3</td>
<td>Idea 4</td>
<td>Idea 5</td>
</tr>
<tr>
<td><strong>The Foodie</strong></td>
<td>Idea 6</td>
<td>Idea 7</td>
<td></td>
<td>Idea 9</td>
<td>Idea 10</td>
</tr>
<tr>
<td><strong>The Mom</strong></td>
<td>Idea 11</td>
<td></td>
<td></td>
<td>Idea 14</td>
<td>Idea 15</td>
</tr>
<tr>
<td><strong>The Student</strong></td>
<td>Idea 16</td>
<td>Idea 17</td>
<td></td>
<td>Idea 19</td>
<td>Idea 20</td>
</tr>
<tr>
<td><strong>The Experimenter</strong></td>
<td>Idea 21</td>
<td>Idea 22</td>
<td>Idea 23</td>
<td>Idea 24</td>
<td></td>
</tr>
</tbody>
</table>

**SOME OF THESE WILL NOT BE THE BEST!**

25 ideas freaky fast!
Activity: Your Turn at the Matrix!

It's your turn to rapidly ideate!

30 minute breakout!

Select 1 HMW and come up with as many ideas as possible!
● What was the most challenging thing for your team while ideating?
● Why did you choose the HMW that you did?
● What was the wildest idea your team had in your group?
● Were there any ideas that were easier to build off of than others?
● Did you think of any ideas that were too similar to each other? Can they be combined to make one GREAT IDEA?!?
Key Takeaways

● Take the rules seriously - they’re key to creating a creative and open environment

● Don’t be afraid to speak up - the responsibility of making sure ideation is successful is on every group member

● Try to loosen up - let go of your inhibitions and try to have fun!