UX Fundamentals

Week 7:
Concept Development

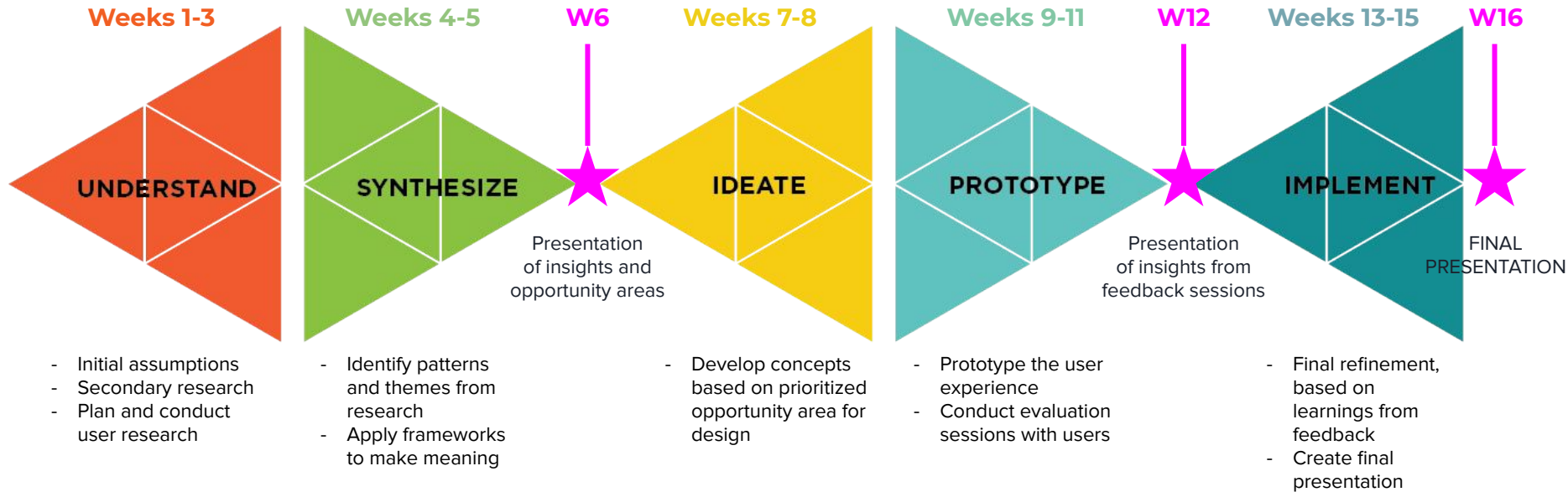**Mar 8 2021**

Today's Agenda**:**

- **10:05 - 10:30** Introduction to **Ideation**

- **10:30 - 11:00** Brainstorm Breakout

- **11:00 - 11:50** Brainstorm Debrief and Feedback
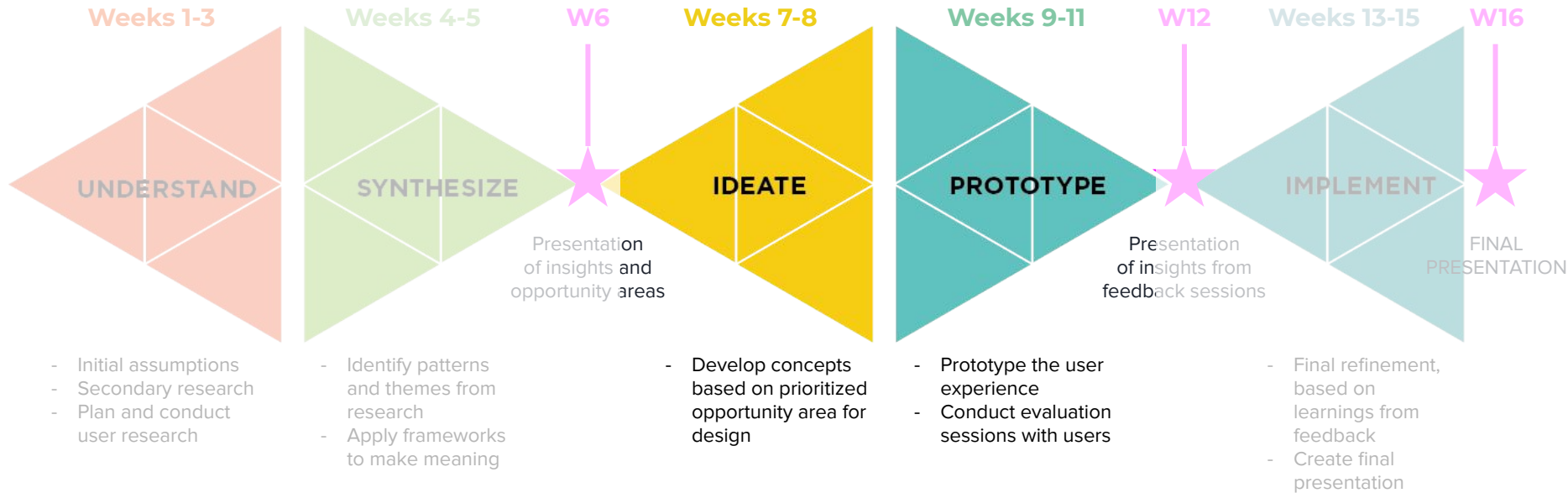
Assignment for this week:

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**.
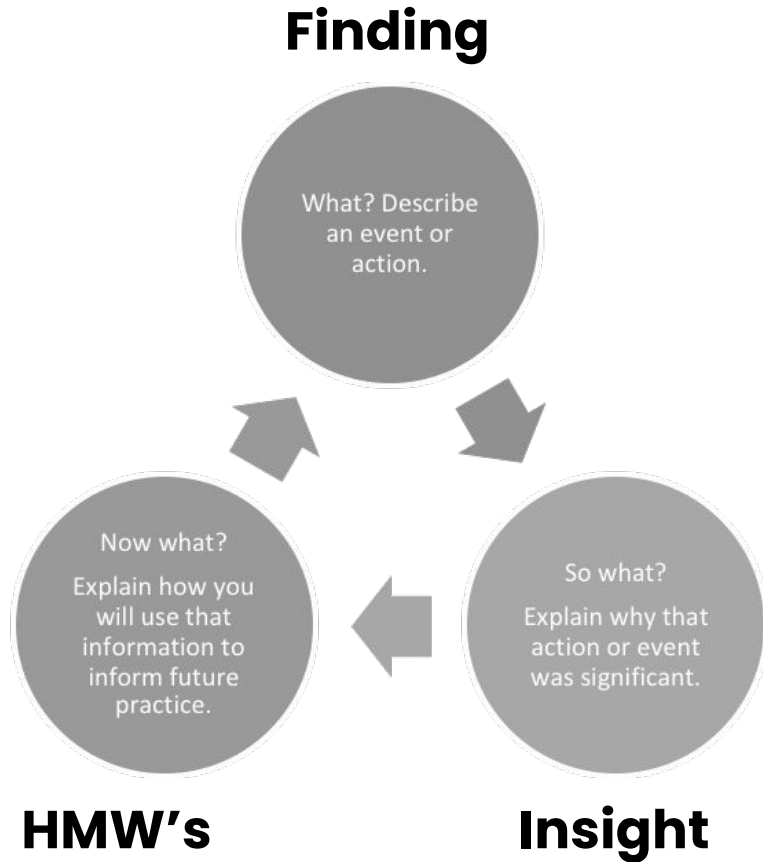
Where we are in the process

Weeks 1-3

UNDERSTAND

- Initial assumptions
- Secondary research
- Plan and conduct user research

Weeks 4-5

SYNTHESIZE

- Identify patterns and themes from research
- Apply frameworks to make meaning

W6

Presentation of insights and opportunity areas

Weeks 7-8

IDEATE

- Develop concepts based on prioritized opportunity area for design

Weeks 9-11

PROTOTYPE

- Prototype the user experience
- Conduct evaluation sessions with users

W12

Presentation of insights from feedback sessions

Weeks 13-15

IMPLEMENT

- Final refinement, based on learnings from feedback
- Create final presentation

W16

FINAL PRESENTATION

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FINAL PRESENTATION

Let's Ideate!

In a nutshell? WHAT – SO WHAT – NOW WHAT

Finding

What? Describe an event or action.

HMW's

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

Insight

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

- Synthesis was the act of making sense of what we've seen and heard during observations

- Takes us from <u>inspiration</u> to <u>ideas</u>, from <u>stories</u> to <u>solutions</u>

- Enables us to establish a new perspective and identify new opportunities

Insights to HMWs

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
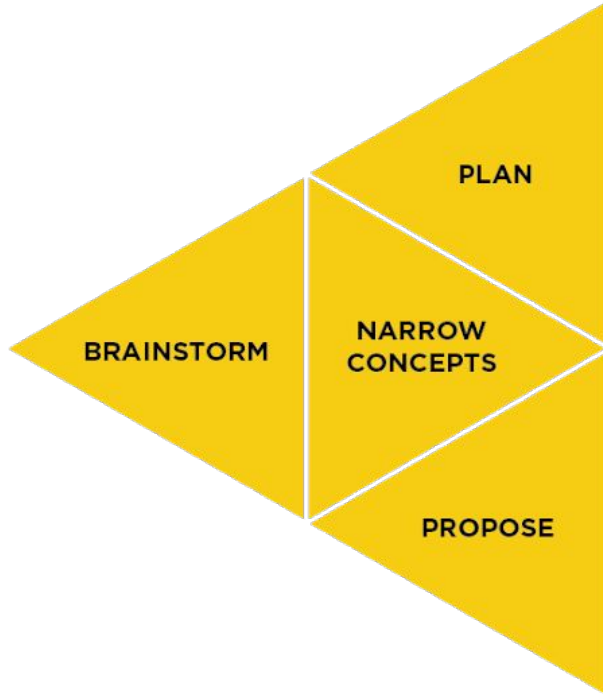
Lawrence, L., Shehab, S., & Tissenbaum, M. (in preparation). The Development and Implementation of a Taxonomy for Teaching and Learning Human-Centered Design.

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
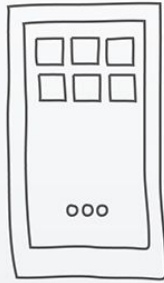- Come up with alternative solutions

Now What?

Narrow Concepts
- Identify which concepts are the most viable

Sketch
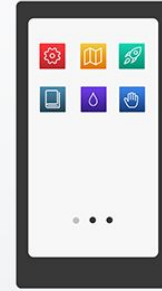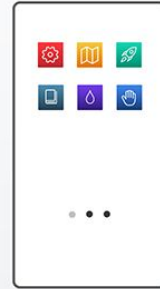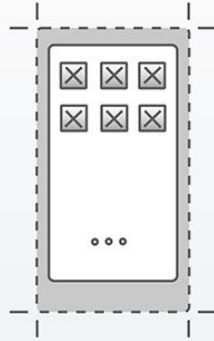
Drawing a
basic
concept

Wireframe

Refining
the concept
further

Mockup

Creating
visual graphic
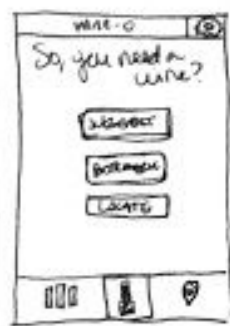and content

Prototype
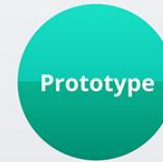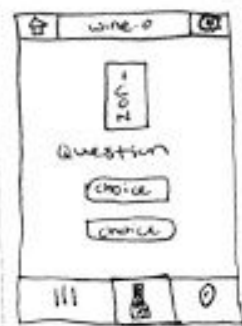
A detailed visual
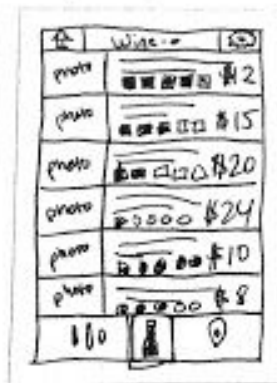representation of
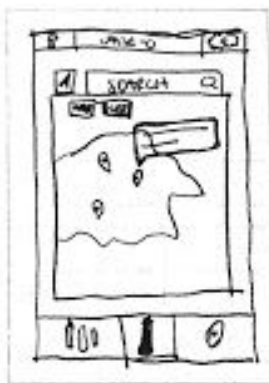your product

Start Page

Sign up Flow

Get Started

Question screen

Results Screen

Bookmarks

Locate Wines

Locate wines 2

Defer judgement

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

2.

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.

4.

Diverge don't digress

Keep the discussion on target.

5.

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.

7.

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**

Hot Tips For When You Get Stuck

Creative Matrix Exercise

These can be *ANYThING!*	HMW 1	HMW 2	HMW 3	HMW 4	HMW 5
Persona 1					
Persona 2					
Persona 3					
Persona 4					
Persona 5					

Creative Matrix Exercise - Recipe app

These can be **ANYTHING!** →

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

25 ideas freaky fast!

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The Student	Idea 16			Idea 19	Idea 20
The Experimenter	Idea 21	Idea 22	Idea 23	Idea 24	

SOME OF THESE WILL NOT BE THE BEST!

25 ideas freaky fast!

Dodge ideate-er's block!

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**?!?!?

Reflection – how did that feel?

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!