HCI
Week 7 Tutorial

Ideation Techniques

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Coursework steps – suggested timeline

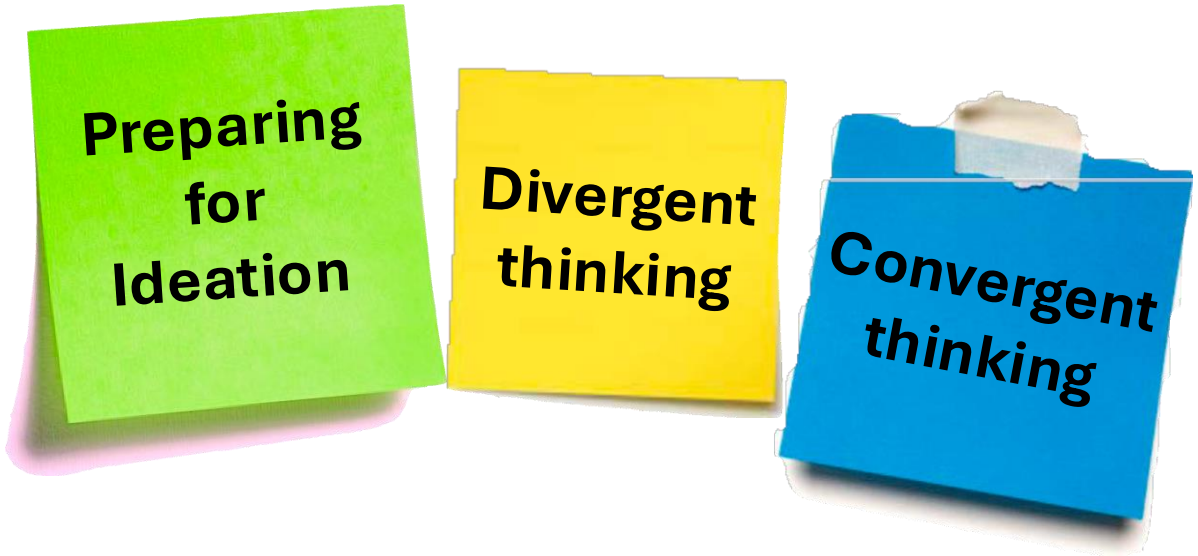
- **Weeks 1/2** Team formation
- **Week 2** Ethics & Data protection training
- **Weeks 2/3** Choose topic, technology & research methods
- **Week 4** Obtain ethics & prepare study material
- **Weeks 4/5** **Recruit participants**
- **Weeks 5/6** **Conduct study: collect data**
- **Weeks 5/6** **Analyse data, derive design recommendations**
- **Weeks 6 – 8** Write up your findings in form of a group report

Timeline may vary slightly across groups!

today

- Activity 1: “How might we…” questions
- Activity 2: “Crazy 8s” technique for early ideation
- Activity 3: "8 plus 8" technique to further develop and refine ideas

- Check-in with individual groups
  - Where are you at?
  - What challenges do you face?
  - Where do you want feedback?



Preparing for ideation



Activity 1 “How might we…” questions [5min]

- Develop 3 “how might we…” questions based on (early) results of your “do”, “say”, ”make” methods
- Examples: How might we…
  - .. design technology that supports the work of janitorial staff?
  - Support better communication between janitorial staff and administrative staff?
  - Make the management of robot malfunctions quick and easy?
- Each question should afford different ideas
- Questions should be broad to inspire creativity, rather than point to specific solutions already



Activity 1 ”how might we…” questions [3min]

- Discuss the questions within your project group
- Decide on one question to move forward with OR develop a new one together – you will use this in the next activity!



Techniques for early ideation



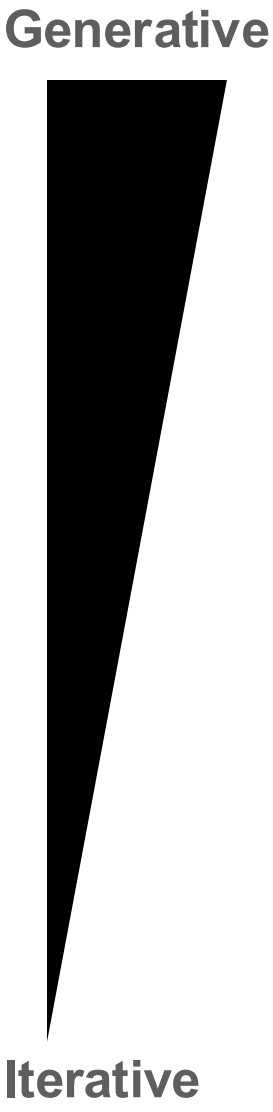
what are the goals of (early) ideation?

- Quantity > Quality
- Diversity
- Novelty over relevance
- Going beyond the obvious
- Wild ideas welcome
- High level thinking - no details



ideation methods

- Brainstorming
- Mindmaps
- Crazy 8s
- Crowdstorming
- Metaphors
- Sketching
- Mash-ups
- Storyboards
- … Many more



Divergent thinking

crazy 8s



Divergent thinking

crazy 8s

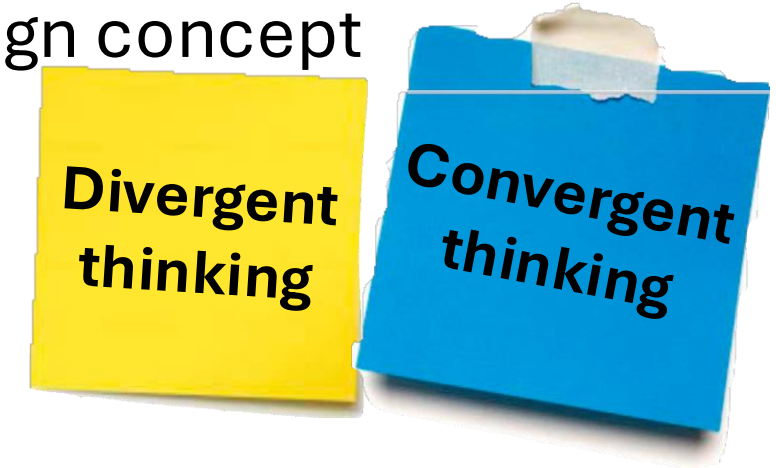
- Fold your piece of paper three times
- Draw 8 ideas in 8 minutes
  - 1 minute to draw each idea

- Try to get something down on the page every time
- Don’t overthink it
- Each concept has to be distinct



10 plus 10

- State your design challenge
  - (e.g., your “how might we…” question)
- Sketch 10 different designs that address this challenge
- Reduce the number of designs
  - (e.g., through discussion with your group)
- Chose the most promising design concept as a starting point
- Produce 10 details and/or variations of this design concept
- Present and discuss your ideas in your group
- As your ideas change, sketch them out



Greenberg et al. Sketching User Experiences – The workbook
1.4 10 plus 10: Descending the Design Funnel, pp. 17++

Activity 2 crazy 8s [8 + 2min]

- Fold your paper 3 times; unfold again
- Write your “How Might We…” question at the top of your paper
- Sketch 8 ideas in 8 minutes – 1 idea per minute
- Try to get something down on the page every time
- Don’t overthink it!
- Each concept has to be distinct
- You can think about websites, apps, tangible interfaces, blockchain applications, teddy bears, letters…
- The sky is the limit!



Group discussion of ideas

- Discuss your ideas within your group
- Pick the 2 most promising ideas across all group members as a starting point for Activity 3.



Activity 3: 8 plus 8 [10min]

- Each group member, produce 8 details and/or variations of the 2 ideas selected by your group from the crazy 8s activity
- Present and discuss your ideas in your group
- As your ideas change, sketch them out



Additional references

- John Cleese on creativity in management
  - https://www.youtube.com/watch?v=Pb5oIIPO62g

Any questions?