

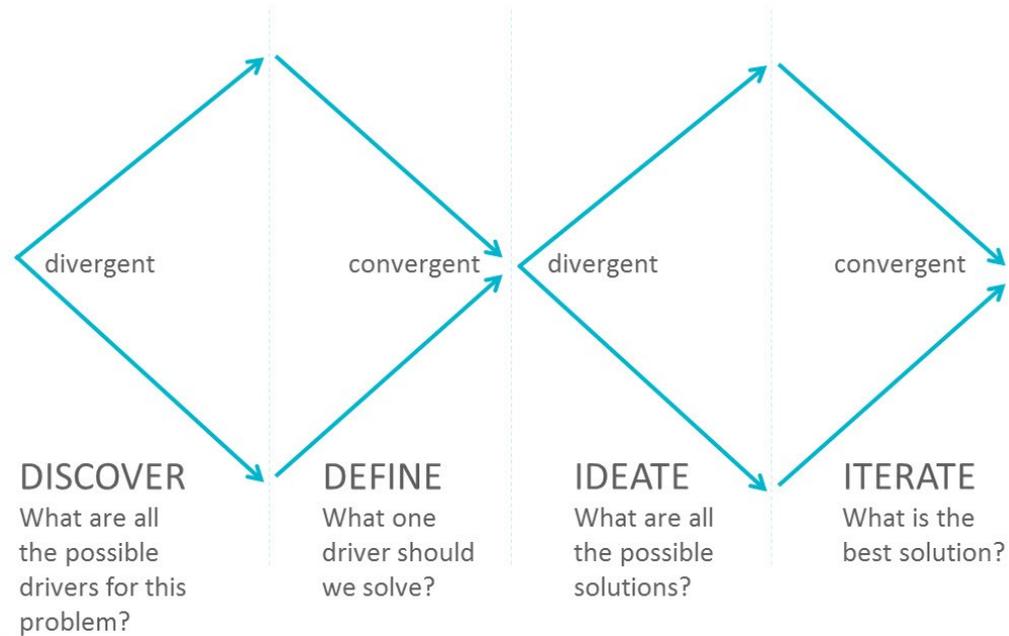
# Ideate This!

A Guide to Running the Best Ideations Possible

# So what is an Ideation?

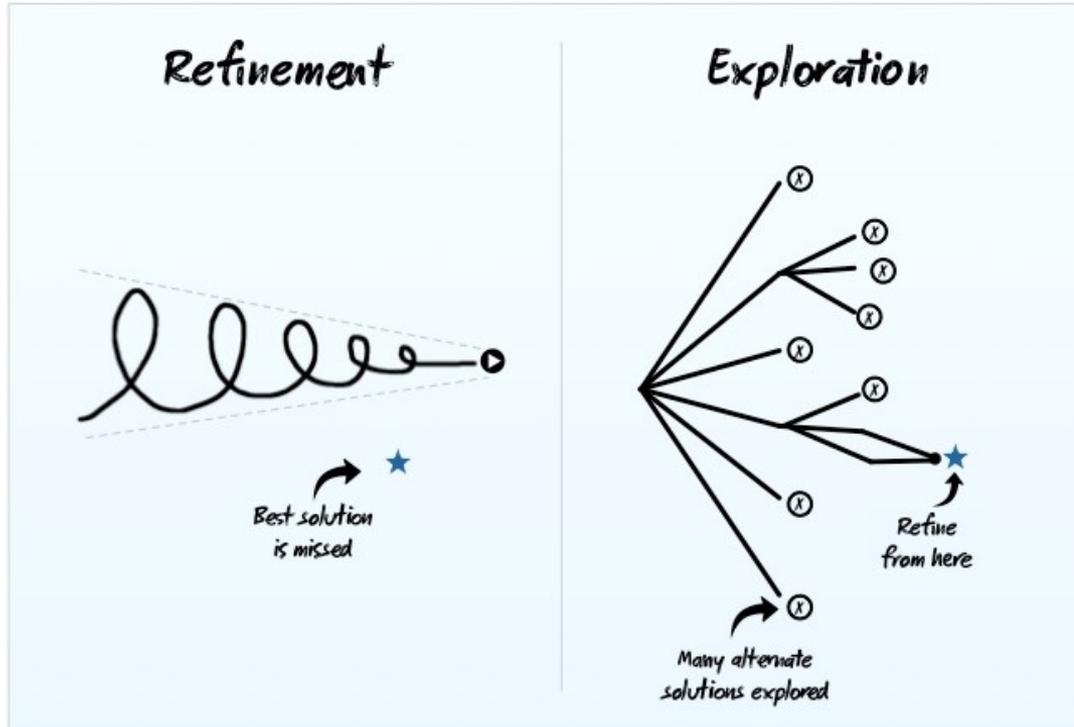
## Divergent and Convergent Thinking

DESIGN THINKING CYCLE



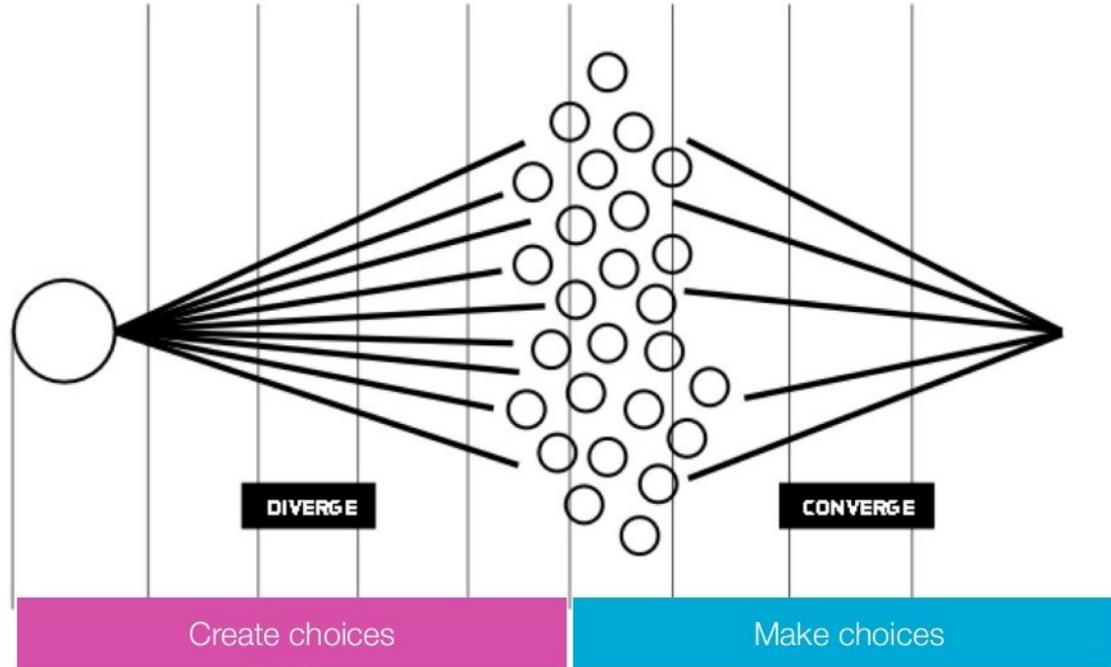
# So what is an Ideation?

## We eliminate our ideas too early on



# So what is an Ideation?

## TWO PHRASES OF IDEATION

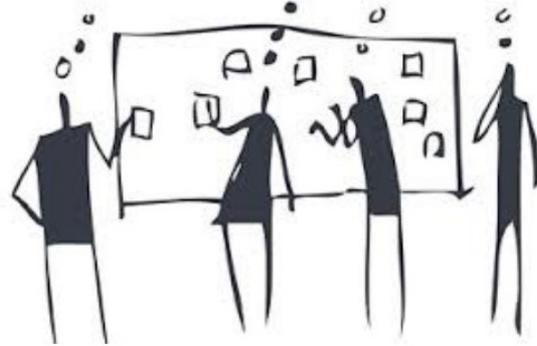


# So what is an Ideation?

## **IDEATION RULES:**

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1. Go for QUANTITY
2. Defer JUDGEMENT



# Steps to Ideation

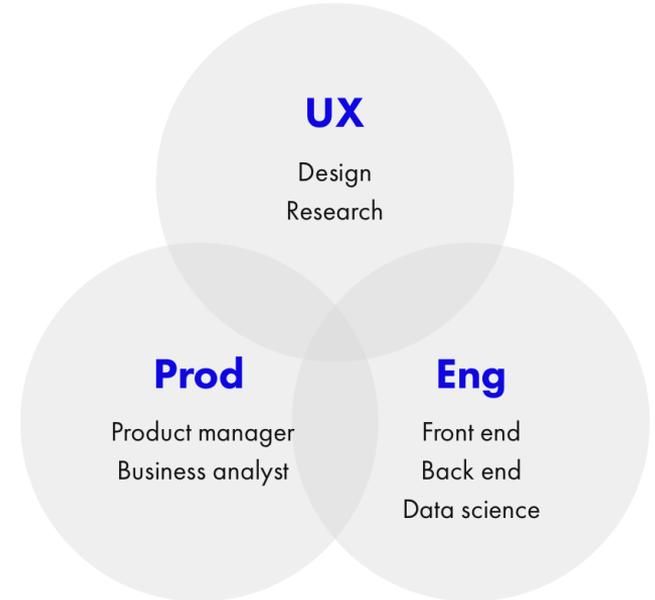
1. Understand
2. Define
3. Sketch
4. Decide – group vs individual
5. Prototype
6. Validate

# Pre-Ideation

Consider the following **before** starting your ideation session

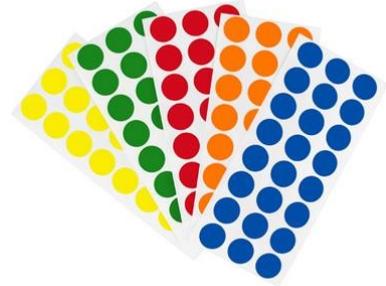
# Pre-Ideation: Who should I invite?

- 10 participants max
- Balance between UX, business and engineering
- Wide range of participants = Wide range of ideas



# Pre-Ideation: What will I need?

- Timer
- Pens/Dry erase markers
- Whiteboard/blank poster paper
- Sticky notes
- Dot stickers
- Snacks for participants



# Pre-Ideation: Understand

**Understand the problem you're trying to solve.**

What's the research question?

Get an idea for what the problem statement is by:

- Conducting user interview
- Map user journeys
- Affinity mapping
- Performing competitive analysis
- Creating user surveys

Review discovery  
deliverables



# Pre-Ideation: Define

**Define the problem you're trying to solve.**

Go over everything you've learn in the understanding phase as decide the area of focus for your sprint

Three major areas to look at are:

- **Ideation Warm Up:** What are you trying to help users do?
- **Signal:** What change in user opinion or behavior would indicate success?
- **Metric:** How would you measure change in user behavior or opinion? (Surveys, user interviews, heat maps)

# Pre-Ideation: Create

## **Create your ideation workshop schedule.**

Create a strict schedule for your ideation workshop that you'll be running

Things to consider when creating your schedule:

- **Time:** What are people's schedule like? How much time can they spare?
- **Activity:** What activities do you want to include in your workshop?

# Pre-Ideation: Create

## Ideation workshop example:

Introduction — *5 min*

Present the problem — *10 min*

Get inspired — *10 min*

Individually take notes based research — *10 min*

Crazy 8's — *20 min*

Solution sketch — *10 min*

Present and vote — *20 min*

Effort vs value prioritization — *30 min*

Wrap up — *5 min*

*2 hours total*

# The Ideation Workshop

Now you're all ready to start your ideation workshop!

# The Ideation Workshop: Introduction

Once everyone arrives to your session, make sure to:

- **Hide Distractions:** Ask everyone to close their laptops and put away their phones.
- **Introduce yourself:** Do a round of introductions if anyone is new to the team or project.
- **Explain what an Ideation is:** Explain briefly what an ideation is for those that are new.

For example:

- The creative process of **generating new ideas**.
- Pushes you to **think differently**.
- **Cross pollination** of expertise from different disciplines.
- Solve problems from a **user perspective**.

# The Ideation Workshop: Present the problem

- Use previous research and insights to explain to your audience how the user problem was discovered.
- Present a clearly defined problem statement and write it on the whiteboard for reference.
- Present the problem as either a 'How might we' statement or with epic and user stories.



# The Ideation Workshop: Present the problem (How Might we)

- “**How**” guides team members to believe the answer is out there.
- “**Might**” lets team members know their HMW statement might or might not work, and either possibility is okay.
- “**We**” reminds team members that the Design Sprint is about teamwork and building on each others’ ideas.

# The Ideation Workshop: Present the problem (How Might we)

- Start by looking at the insight statements that you've created. Try rephrasing them as questions by adding "How might we" at the beginning.
- The goal is to find opportunities for design, so if your insights suggest several How Might We questions that's great.
- Now take a look at your How Might We question and ask yourself if it allows for a variety of solutions. If it doesn't, broaden it. Your How Might We should generate a number of possible answers and will become a launchpad for your Brainstorms.
- Finally, make sure that your How Might We's aren't too broad. It's a tricky process but a good How Might We should give you both a narrow enough frame to let you know where to start your Brainstorm, but also enough breadth to give you room to explore wild ideas.

Example: "How might we redesign an airline's safety speech?"

# The Ideation Workshop: Get Inspired (Optional)

- It's a good idea for participants to come into the ideation with some knowledge or background.
- Look into how this problem is being solved by competitors. This may be assigned as homework before the ideation.
- Have participants, one at a time, discuss what they found.

# The Ideation Workshop: Warm up

- Give participants a short exercise to warm up and stretch their brains.
- The exercise should be really broad.

Example: Matching 'Elements of CIHI.ca' to 'Things to do in a forest'.

Elements of CIHI.ca

Things to do in a forest

1. Indicator Library

a. Climb a tree

2.

b.

3.

c.

4.

d.

5.

e.

6.

f.

7.

g.

8.

h.

9.

i.

10.

j.

1a. Eagle Eye Indicator – See the whole library and beyond.

Favourite Idea:

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Wildest Idea:

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# The Ideation Workshop: Crazy 8's

Run a divergence Crazy 8 exercise to get participants to generate ideas individually

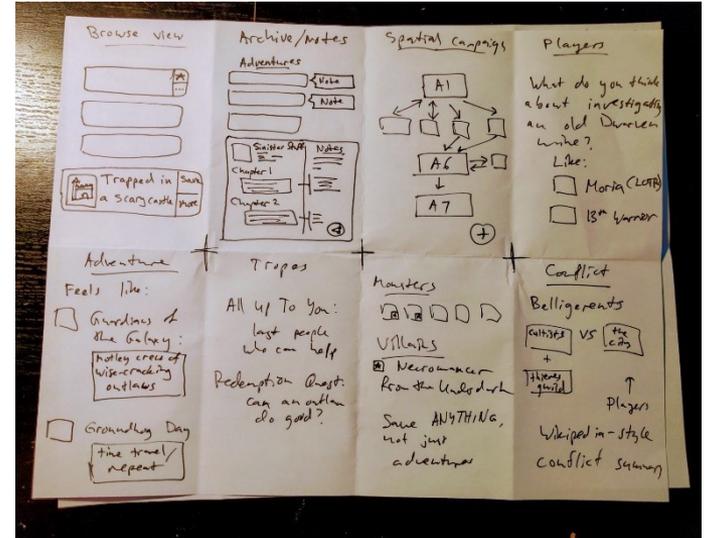
1. Take your paper and fold it into 8 sections.
2. Set a timer for 8 minutes.
3. Each team member sketches one idea in each rectangle.
4. When the timer goes off, put your pens down.

After time is up either have participants:

Share their Crazy 8 sketches with the others.

or

Move straight to the Sketch phase. (Skip next slide)



This depends on the level of comfort of your participants and their familiarity with ideation. Use your best judgment to read the crowd. You may also do Crazy 4's to save time. (See next slide)

# The Ideation Workshop: Crazy 4's (Alternative)

Alternatively, you may do Crazy 4's to save time. The downside to this is that participants will produce less ideas.

1. Take your paper and fold it into 4 sections.
2. Set a timer for 4 minutes.
3. Each team member sketches one idea in each rectangle.
4. When the timer goes off, put your pens down.

# The Ideation Workshop: Crazy 8's Sharing (Optional)

Have participants explain their best idea to the person sitting next to them for no more than a minute. Then have them swap and explain for another minute. (Quicker Option)

**or**

Have participants one at a time explain their top 3 Crazy 8 ideas to the rest of the group for no more than a minute each. (Longer Option)

Choose which option to go with based on how much time you have available

This will allow ideas to **cross pollinate**.

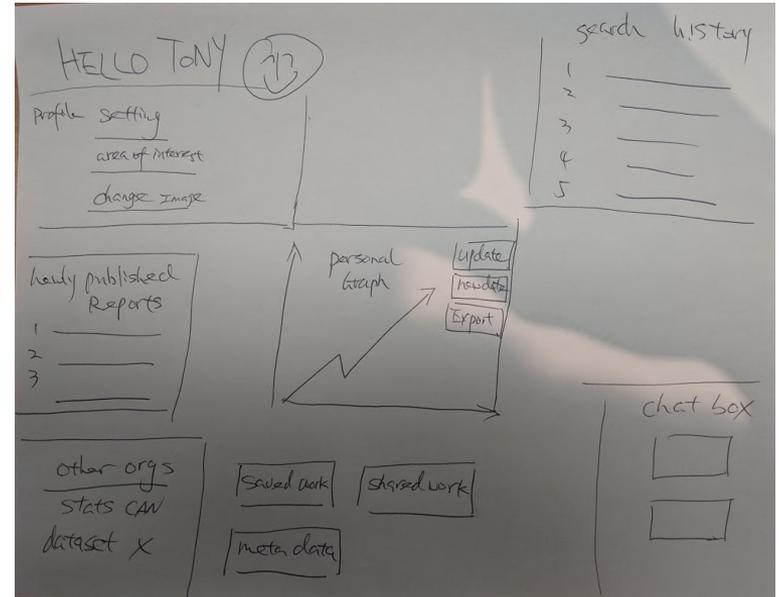
# The Ideation Workshop: Sketch

**Sketch out some ideas to solve your problem.**

Generate sketch designs individually or as a group to help generate and discuss possible ideas.

Three major areas to look at are:

- **Goal:** What are you trying to help users do?
- **Signal:** What change in user opinion or behavior would indicate success?
- **Metric:** How would you measure change in user behavior or opinion? (Surveys, user interviews, heat maps)



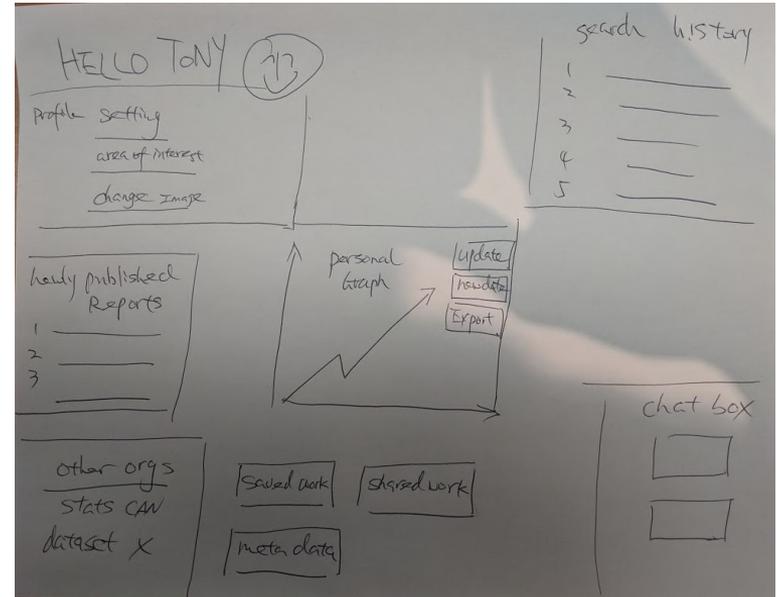
# The Ideation Workshop: Sketch

## Choose your sketch method.

Different sketch methods are good for different purposes. Decided on the pro and cons of each one and choose the most appropriate ones.

**Individual:** Good if you're concerned about participant bias influencing other participant's ideas but doesn't encourage sharing and cross pollination for ideas.

**Group:** Good for getting participants working together to come up with ideas but can discourage some participants from contributing their idea.



# The Ideation Workshop: Sketch (Individual Option)

- Each participant individually takes their best ideas from their Crazy 8 sketch and creates a final sketch.
- Once the sketch is done, attach it to the board. Keep it **anonymous**.
- Be sure to include a catchy title.



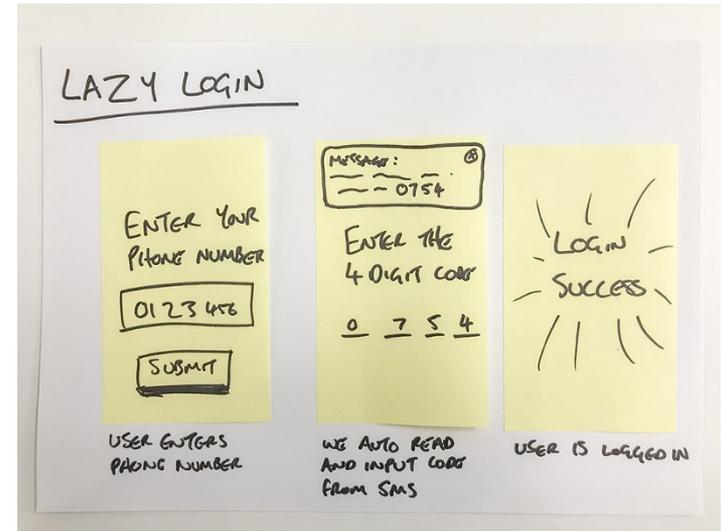
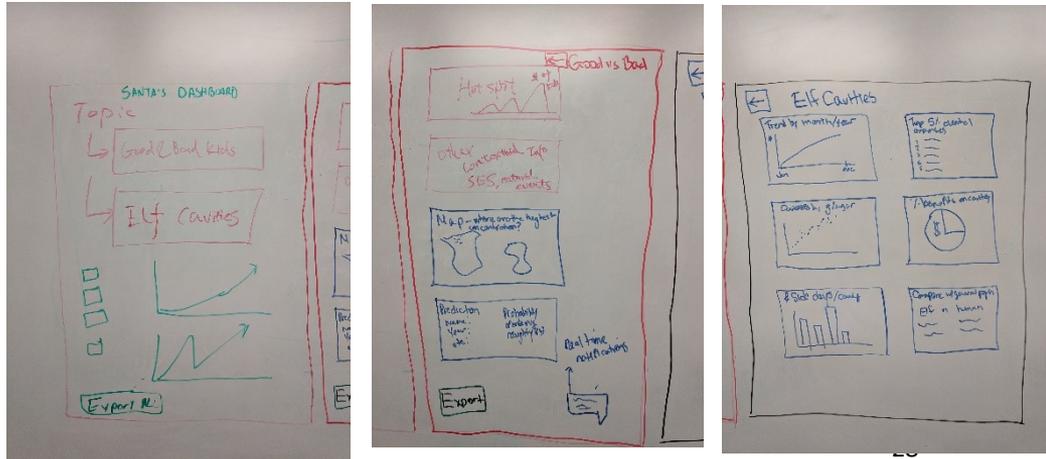
# The Ideation Workshop: Sketch (Group Option)

- Arrange groups of 3-4 participants per group
- Have participants come up with a final sketch that combines elements of their Crazy 8 ideas as a group.
- Once the sketch is done, attach it to the board. Keep it **anonymous**.
- Be sure to include a catchy title.



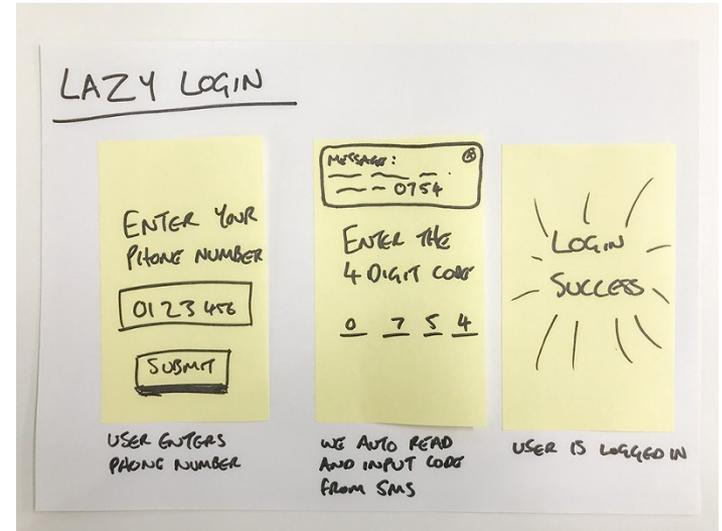
# The Ideation Workshop: Sketch (Design Flow Option)

- Alternatively individual participants or groups can sketch a three frame storyboard instead of one final design.
- Be sure to include a catchy title and annotations beneath each frame to explain what's happening.



# The Ideation Workshop: Presentation and Heat Mapping

- **Heat mapping** is used to help find trends and themes across designs.
- Heat mapping may be skipped if the facilitator isn't interested in seeing themes or if the designs are simple enough. This saves time during the ideation.
- Heat mapping may be done before or after the presentation but there are tradeoffs between the order you do them in.



**Heat mapping → Presentation:** Allows unbiased voting for heat maps but users may be confused about certain design elements because they haven't been presented yet.

**Presentation → Heat mapping:** Allows participants to get a better idea on what they're voting on during the heat mapping session but can be influenced to vote a certain way by the presentations.

# The Ideation Workshop: Presentation

- Each participant or group takes turns presents their idea.
- Groups should nominate one member of the team to present the group's design
- Keep this from 1-3 minutes max, reminding participants when their time is up.
- **Alternatively:** Get participants/groups to present the other participant's/group's designs other than their own. This allows for a more creative presentation and unbiased opinions.



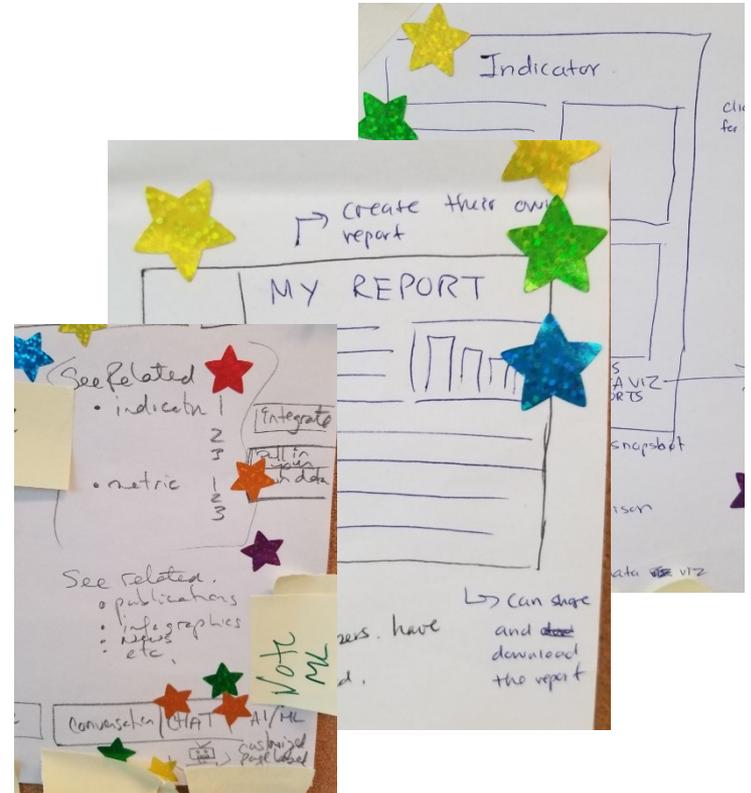
# The Ideation Workshop: Heat Mapping

- Everyone gets unlimited dot stickers to place besides any parts they like across all designs.
- Put two or three dots on the most exciting ideas.
- This should be done individually in silence.
- If you've got a concern or question, write it on a sticky note and place it below the sketch.



# The Ideation Workshop: Voting

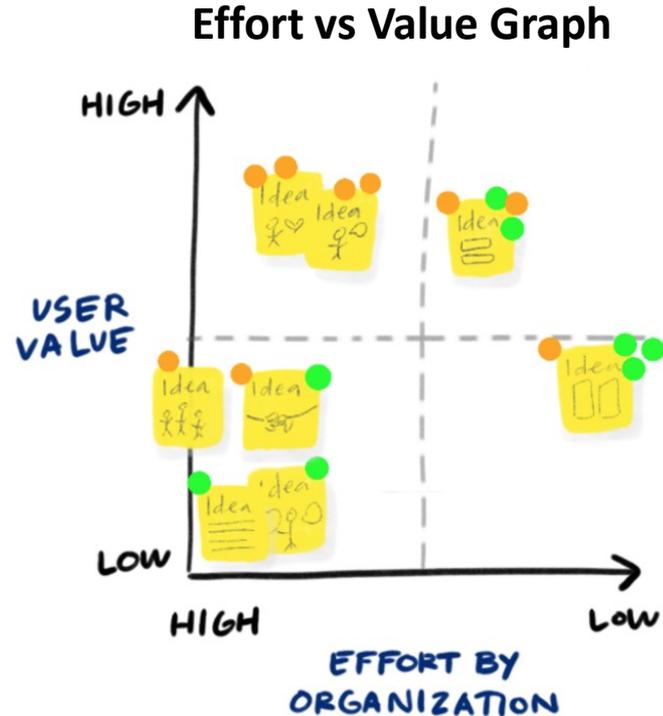
- Everyone has two votes. Remember the long-term goals and sprint question.
- Each person privately writes down his/her choice. It could be whole sketch, or just one idea in a sketch.
- When time is up, place the votes on the sketch.
- Note: It's good to err on the side of risky ideas with big potential.
- **Time for Supervote:** PO as a decider can choose ideas that were popular in the poll or s/he can choose to ignore the poll. S/he has 5 votes.
- Ideas with Supervotes are the foundation for wire framing



# The Ideation Workshop: Prioritization (Optional)

Work as a team to identify the ideas that require the least amount of technical effort while bringing the most valuable value to the users and CIHI.

- Group the top voted ideas
- If there are more than 8 participants, split into two groups and distribute the ideas. Keep a balance of UX, Product Owners and Engineers in each group.
- **Engineers** physically sort the ideas, with those requiring minimal technical effort at the top.
- **UX and Product Owners** stick post-it notes of “low value”, “medium value” or “high value” on the ranked ideas.



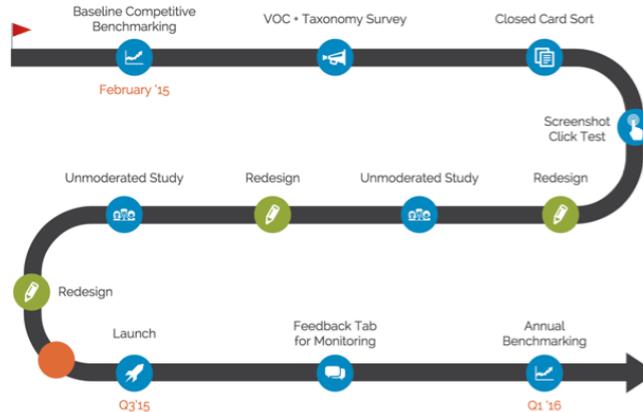
# The Ideation Workshop: Wrap Up

- Thanks everyone for coming and let them know that you'll follow up with them.
- Take a picture of all the ideas on the wall.
- Take some time to relax and breathe!



# The Ideation Workshop: Post-Ideation

- Share the presentation you used during the workshop, include photos of all the ideas
- Plot the names of the ideas on an effort vs value graph. Include this at the end of the presentation.
- Discuss the lessons learnt.
- Explain the next steps. Will the ideas be used to define your product roadmap? Are you going to begin sketching and prototyping any ideas for further validation?



# Cited

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