

Hello

Design thinking course 5th lecture



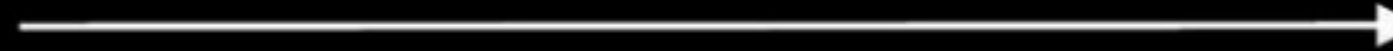
Happy to see you, before we start, please do the following:

TURN OFF microphone

TURN ON camera

This lecture is interactive, you can open [menti.com](https://www.menti.com) (on your phone or laptop)

Your input will be required.



You can then say hi in the chat and answer the question of the day on in the chat:

What was your dream job as a child ?

One reflection I had on the project since last week

Make a user journey is very hard

User journey is hard and keep motivating myself to go with the flow

Every time the process becomes a bit harder, however I am still interested

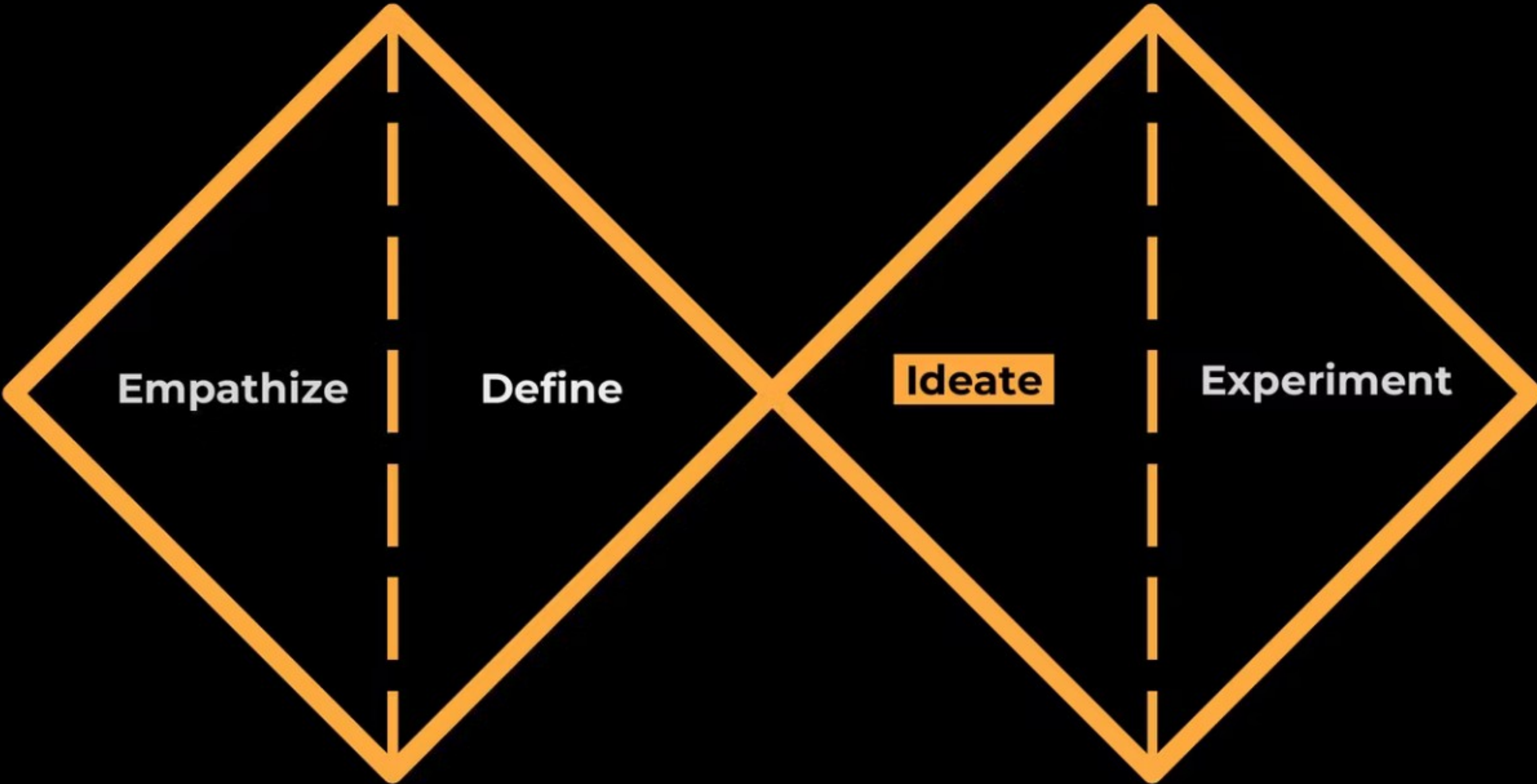
Making user journey is really time consuming and quite hard

it was a little hard for me to start thinking broadly, but with little imagination it became easier

It's hard to communicate with other users



Challenge

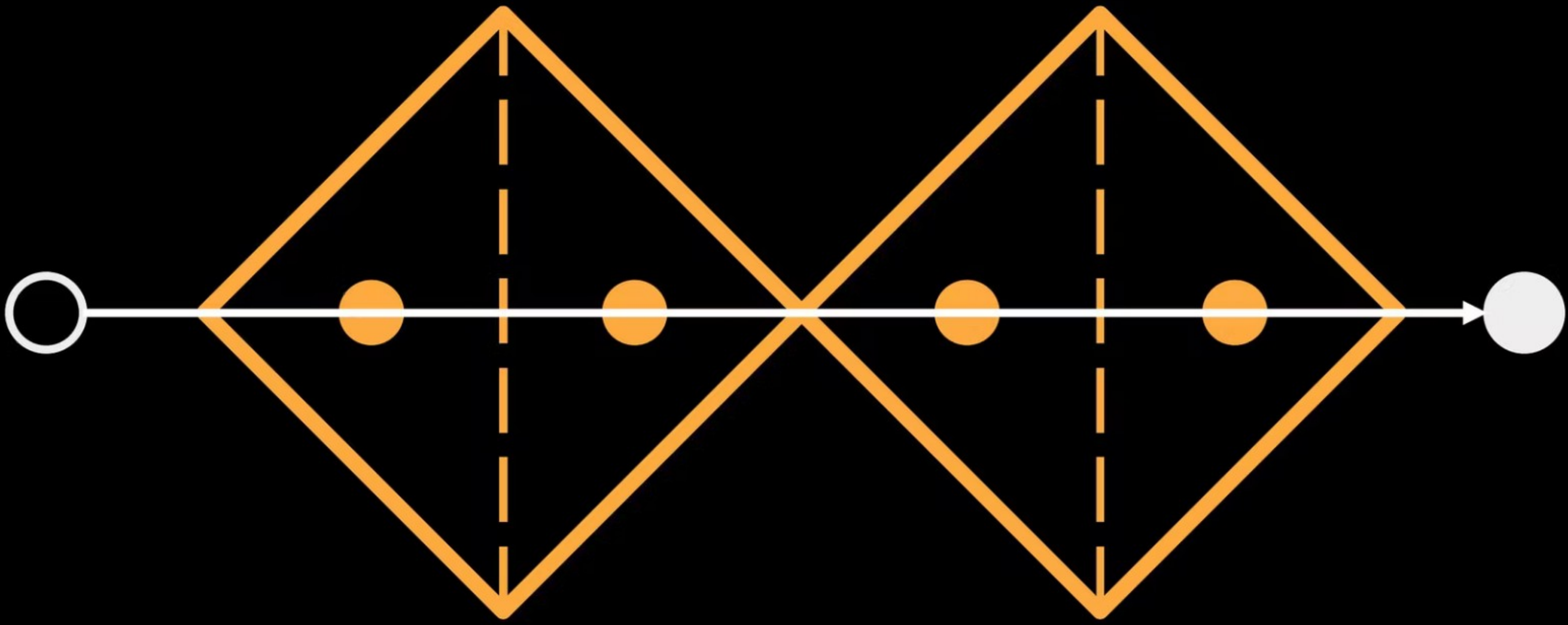


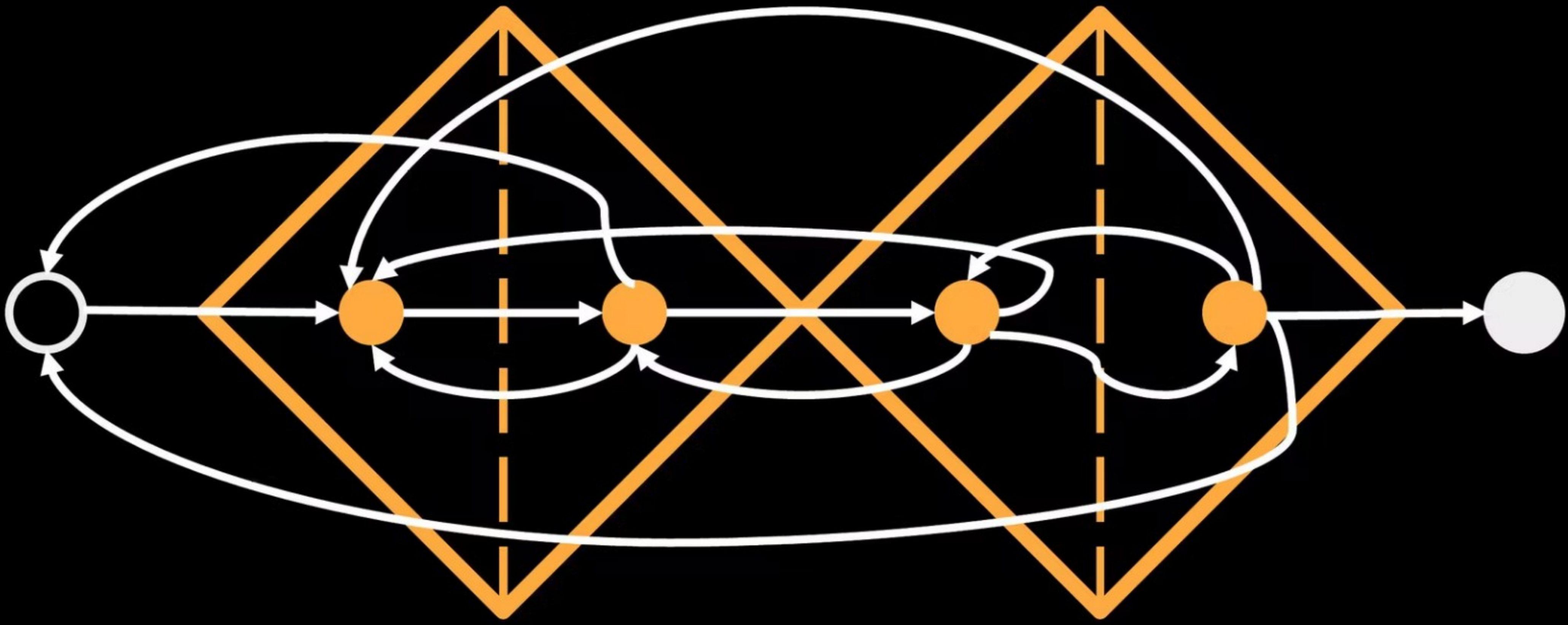
Solution



Problem phase

Solution phase







Plan of the day

IDEATION THEORY

HOW TO GENERATE IDEAS

TOOLS

ATTITUDE

QUICK IDEATION EXERCISE

BREAK

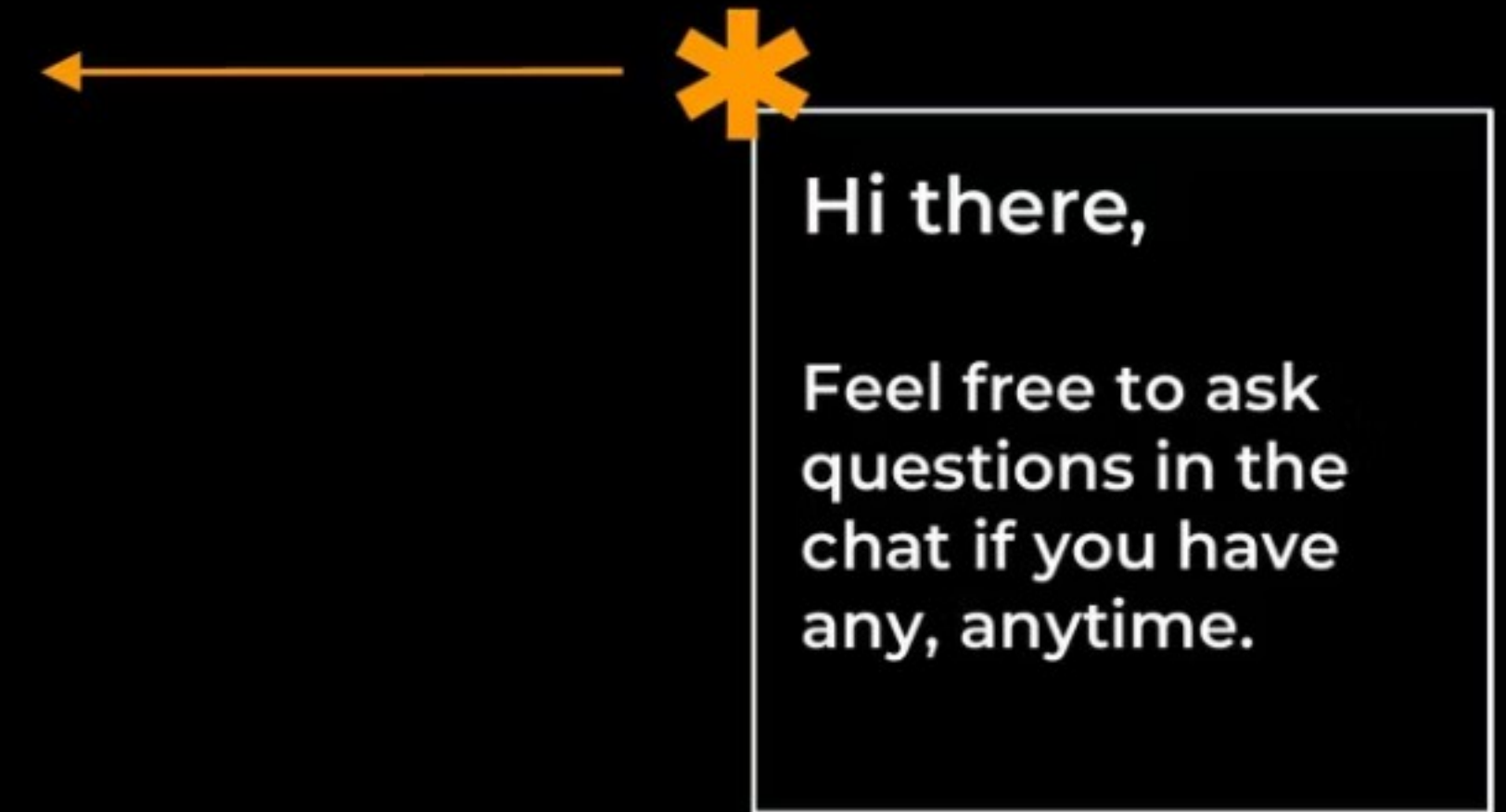
IDEATE SOLUTIONS (INDIVIDUAL)

IDEATE SOLUTIONS (TOGETHER)

GATHER FEEDBACK

IMPROVE

HOMEWORK



What is ideation?

some idea

making ideas

make ideas

hunted with idea

creating ideas

What to do to have ideas?

Brainstorm, sketch, look around

general education, hobbies

look around and just think

brainstorming, looking for solution

Change of scenery, find inspiration

inspire, critical situation

Generate them by associating ideas with your hobbies, things you have seen books etc.



ideation

Key points

Everyone is creative

Lawyers trend to be particularly creative.

Team brainstorm = bad

Always start with an individual reflection and then discuss as a team.

Quantity before quality

Do not limit your thinking, do not judge your ideas.

Context first

Research context before ideating, early ideation are generally pointless.

It is an incremental process

Ideas are meant to evolve and transform. Embrace feedback.



Hi there,

Feel free to ask questions in the chat if you have any, anytime.



Exemples

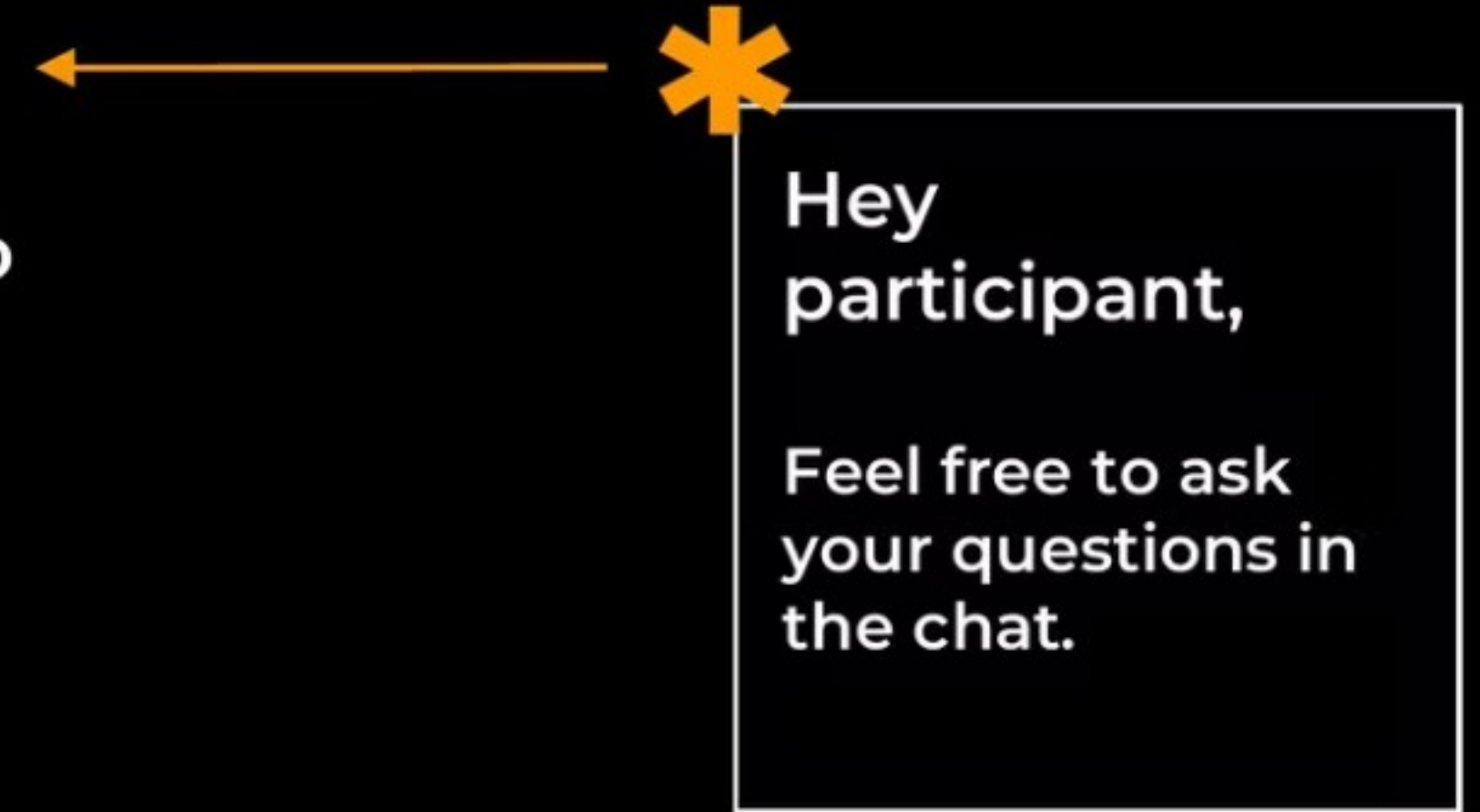
Ideation

Scent camera

Ideation to prototype to
validate to prototype.

Giant colouring posters.

Packaging ideation.



What attitude to adopt?

quantity over quality

open to all ideas

strength

durability

resilience

ask other opinion

conciliation



TOOLS for ideation

Or develop your own?

Drawstorming

Solve it as

Roleplay

Dirty prototyping

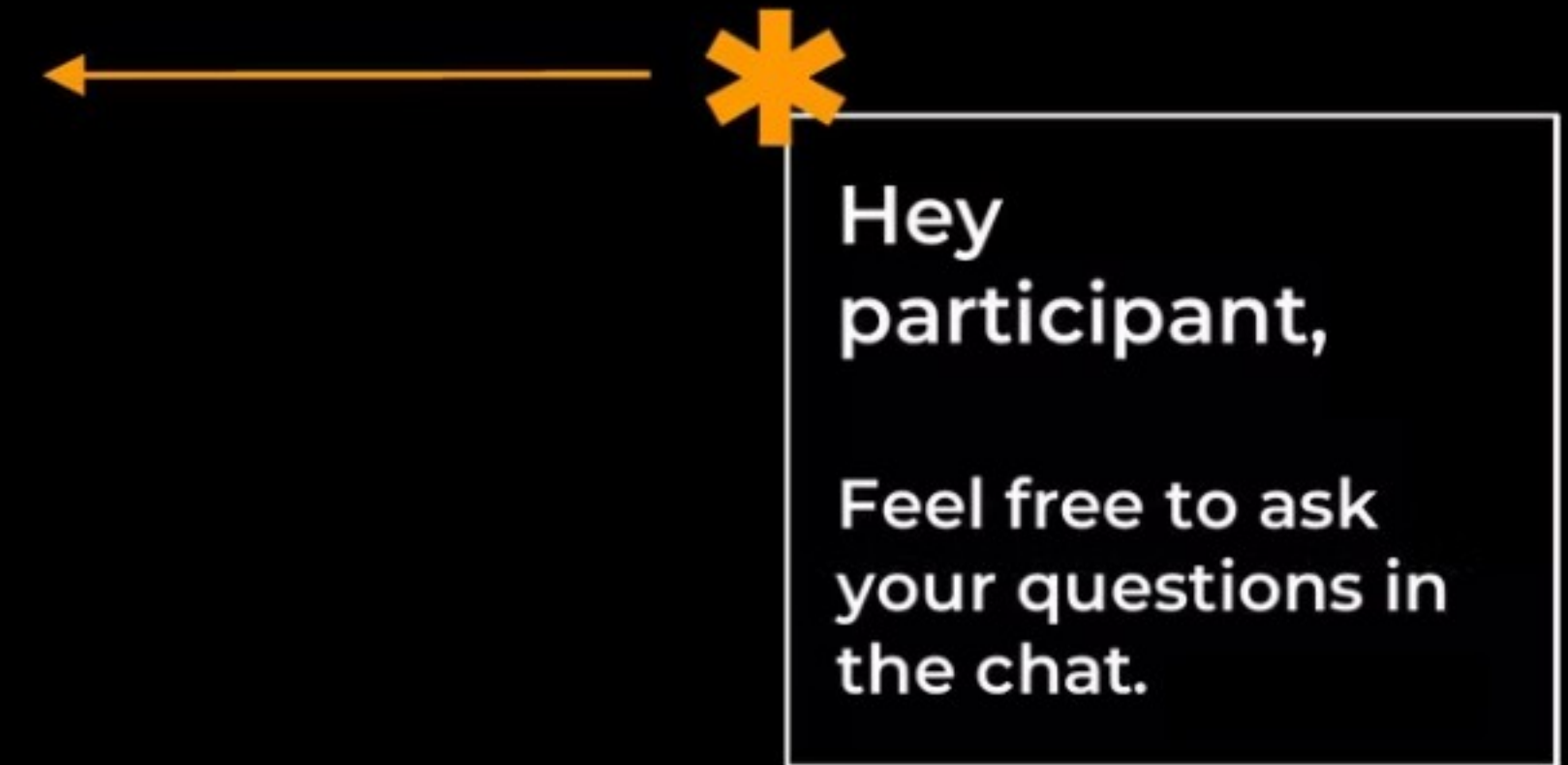
Lego

Out of context

Challenge yourself

Make it worse

.....





Definition

Ideation

The ability to generate relevant solutions for a given challenge **built on a good knowledge of the context**. It starts with quantity and gradually evolves to better quality.

What is the most important for you in Ideation?

create the right type of environment

my opinion

Window to look out and blindly stare
in distance

Having the right mood and right
environment, and also just feeling
good

analyze the right requirements and
pinpoint any potential issues

Not be scared of unsuccessful ideas

being creative



Exercise





Exercise

Ideation

2mn

1

Draw the perfect wallet

2

3

4



Exercise

Ideation

2mn

1

Draw the perfect wallet

2

Draw the perfect wallet **for your mother**

3

4



Exercise

Ideation

2mn

1

Draw the perfect wallet

2

Draw the perfect wallet **for your mother**

3

Draw the perfect **cryptocurrency** wallet
for an old person who does not use cash.

4



Exercise

Ideation

1

Draw the perfect wallet

2

Draw the perfect wallet **for your mother**

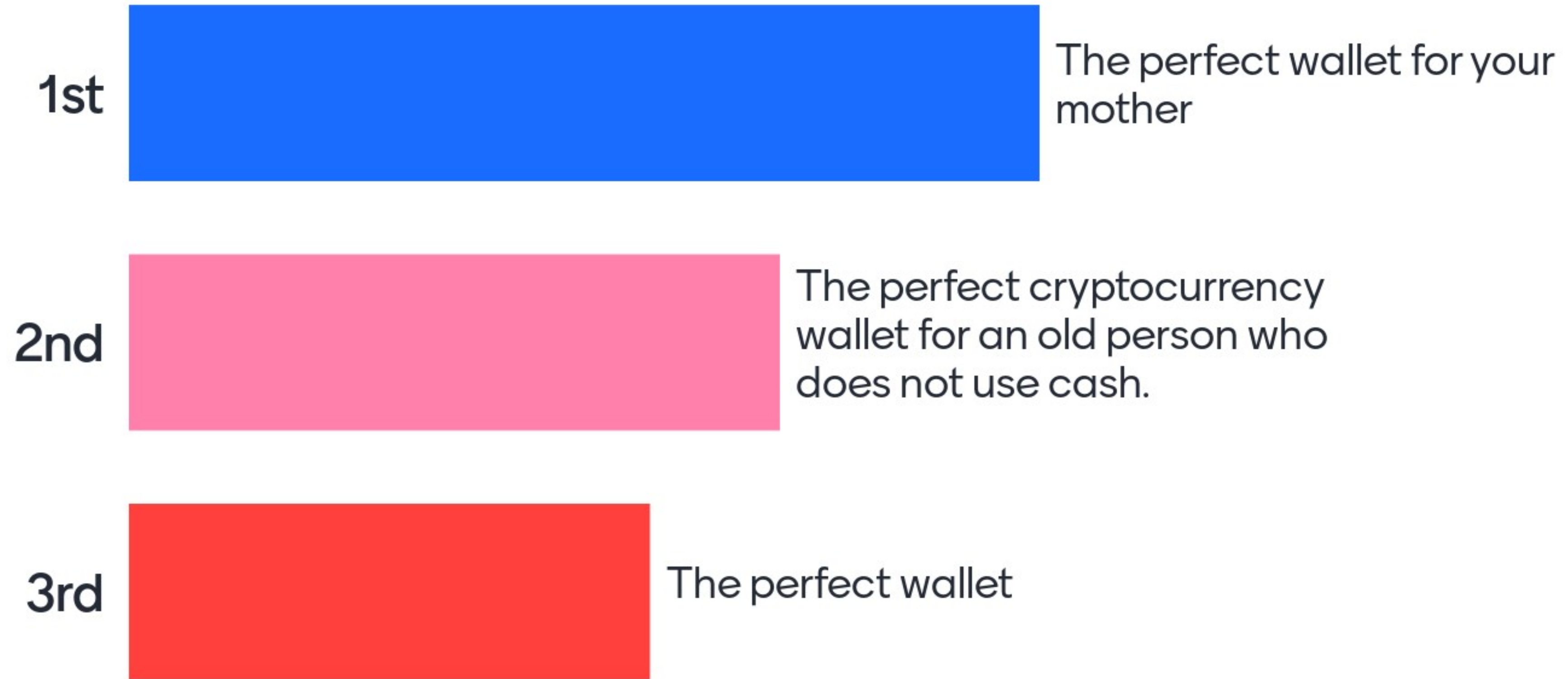
3

Draw the perfect **cryptocurrency** wallet
for an old person who does not use cash

4

Which was the easiest to develop an idea
for?

Which wallet was the easiest to draw?





BREAK



Exercise

Drawstorming

5mn

1

Take 5 sheets of paper.

2

On each sheet draw an idea on how to address your problem. You have 1mn per idea, the rhythm will be given by me.

3

Share your ideas with your team and agree on one common idea to explore further (improved on an existing one or a new one).



ideation

Key takeaways

Know the context

The more context you know the easier to ideate.

Be open minded

Do not judge your ideas.

It is incremental

Ideas will be evolving based on feedback and exploration.

Change environment

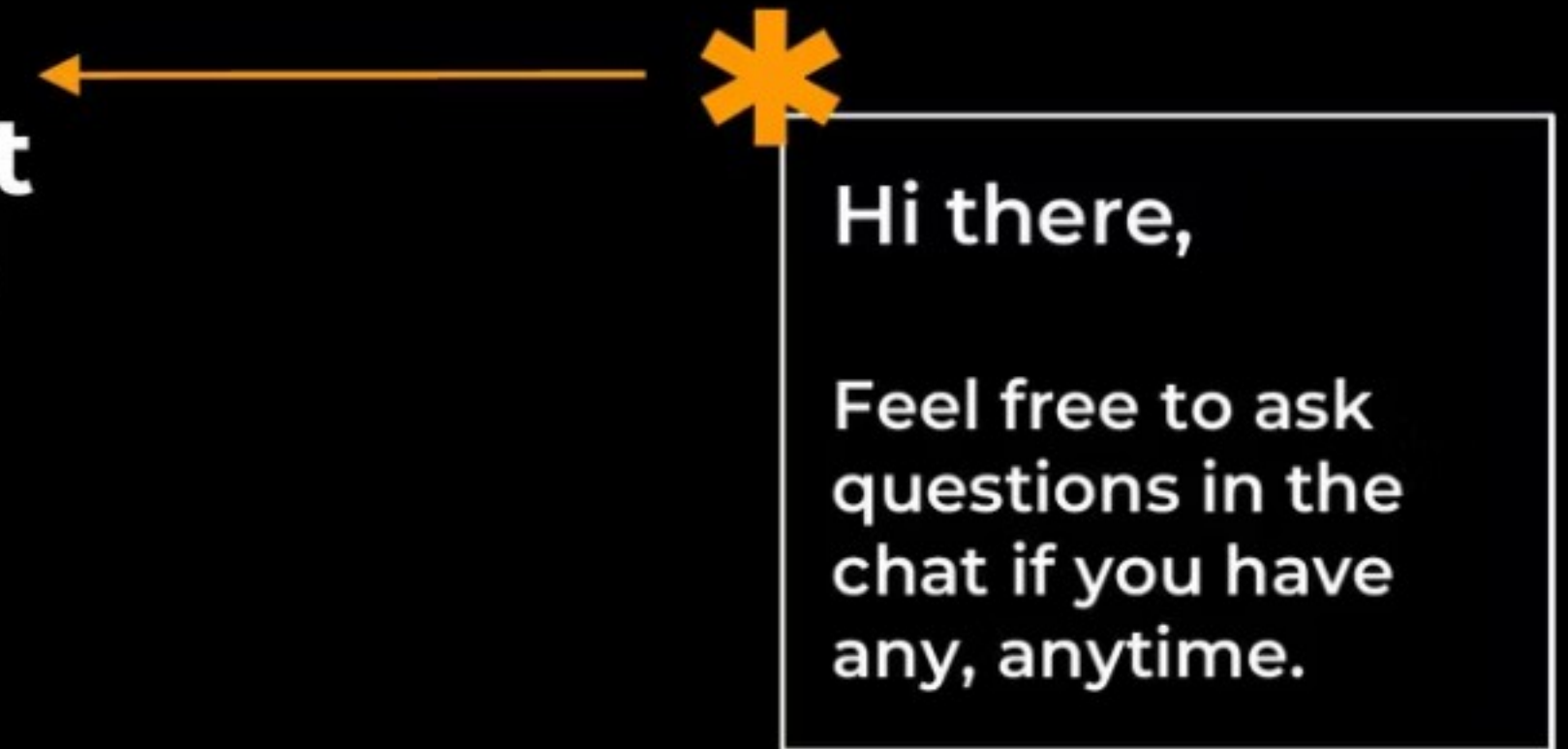
Changing environment can help you be more creative.

Quantity before quality

The more ideas the better, sort and evaluate later. Let your ideas build on each other.

Individual then team

Start any team brainstorm with an individual session.



Hi there,

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REMARK

S

COMMENTS

OBJECTIONS



One thing I learned today.

how to think fast

fast sketches!!! + evolving

feedback is significant for project improvements

To think about every single little detail to include the users needs

It's easier to imagine an idea if you draw it

thinking about idea and presenting it

ideas may come up unexpectedly, depending on the situation

How different ideas can be combined into one



WHATEVER YOU DO, ENGAGE WITH OTHERS !

