

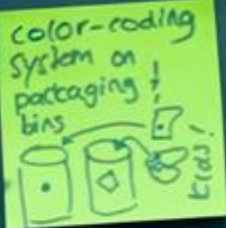
# IDEATION

How might we show  
the possibilities of  
buying organic food  
more affordable &  
less time consuming

Bio-degradable  
take  
out  
packaging



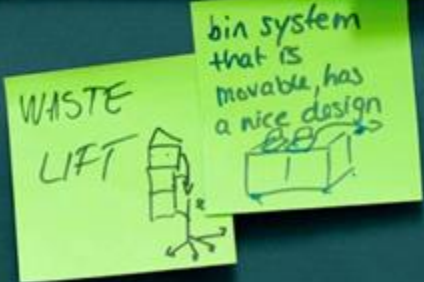
How might we  
make trash organization  
in the house  
easier & more fun?



How might we  
make trash organization  
recycling  
look nicely & be  
hygienic?



Bins  
with  
Motivation  
quote



# Learning goals

- Getting to know the different elements of an ideation process
- Applying the concept of the problem-solution fit
- Finding solutions with the help of innovation guidelines
- Learning how to structure ideas

**IDEATION**



# What is ideation?



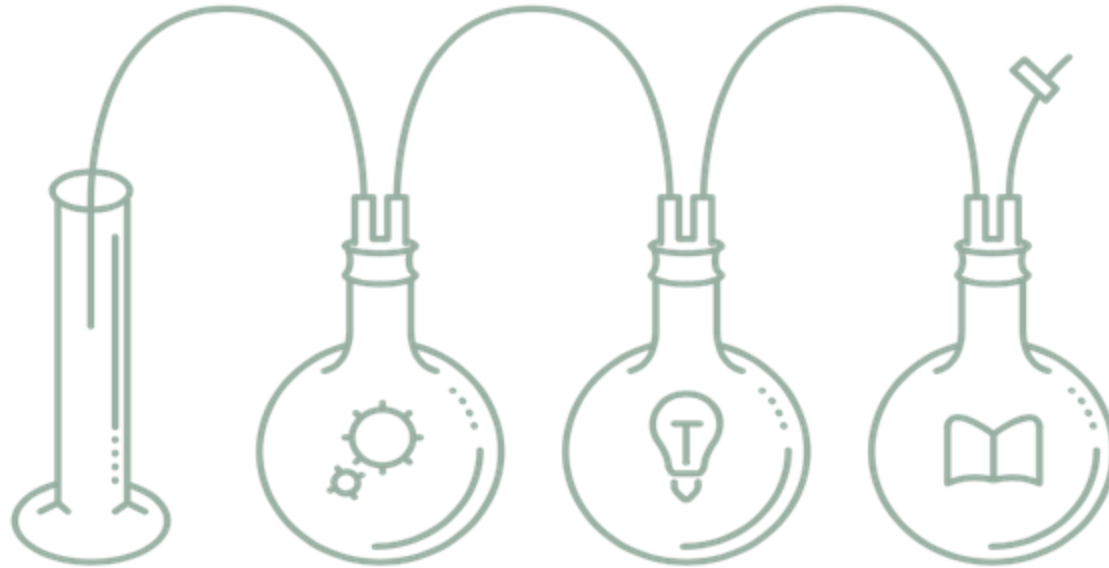
**The formation or conception of ideas by the mind.**

Collins Dictionary

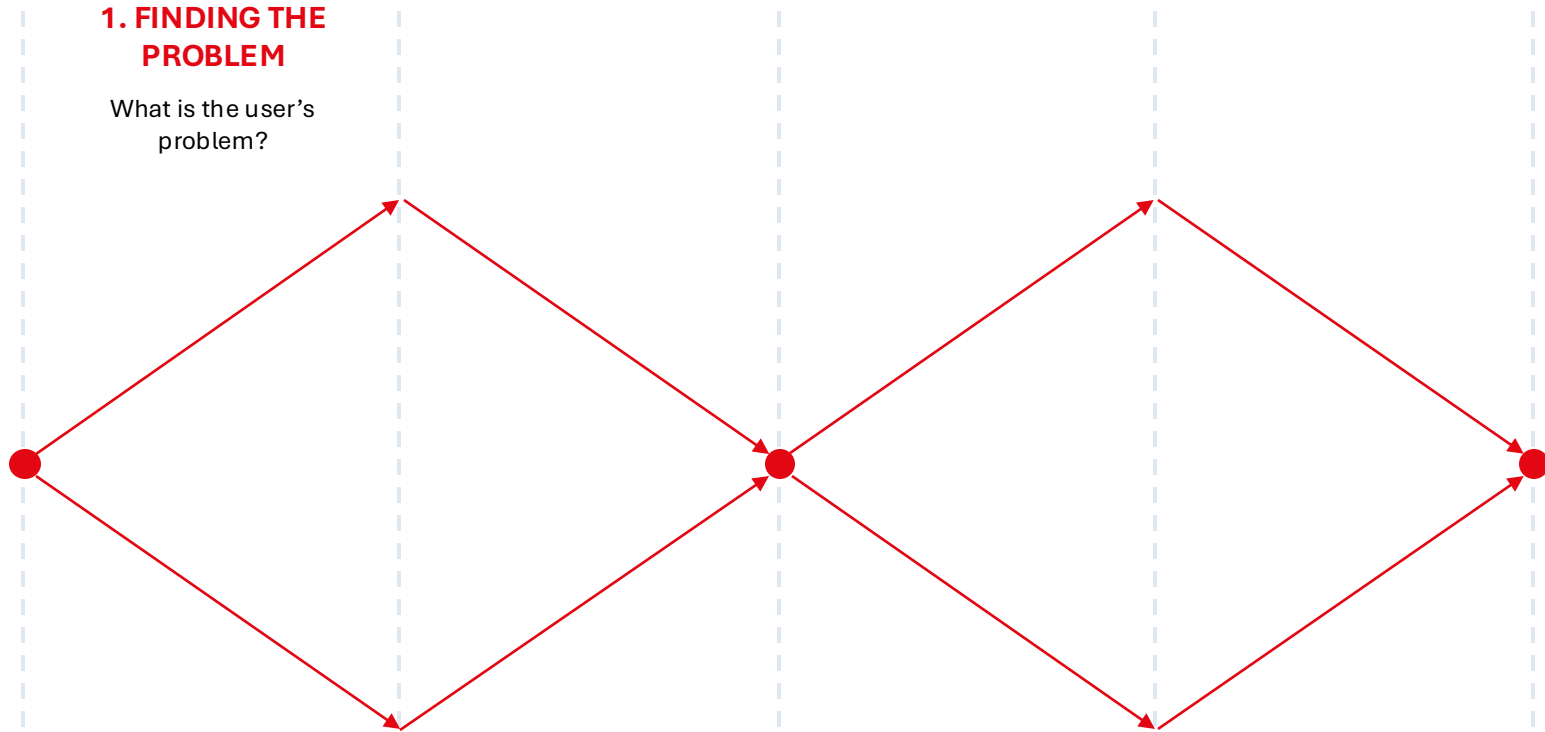
# HOW DO WE FORM IDEAS?



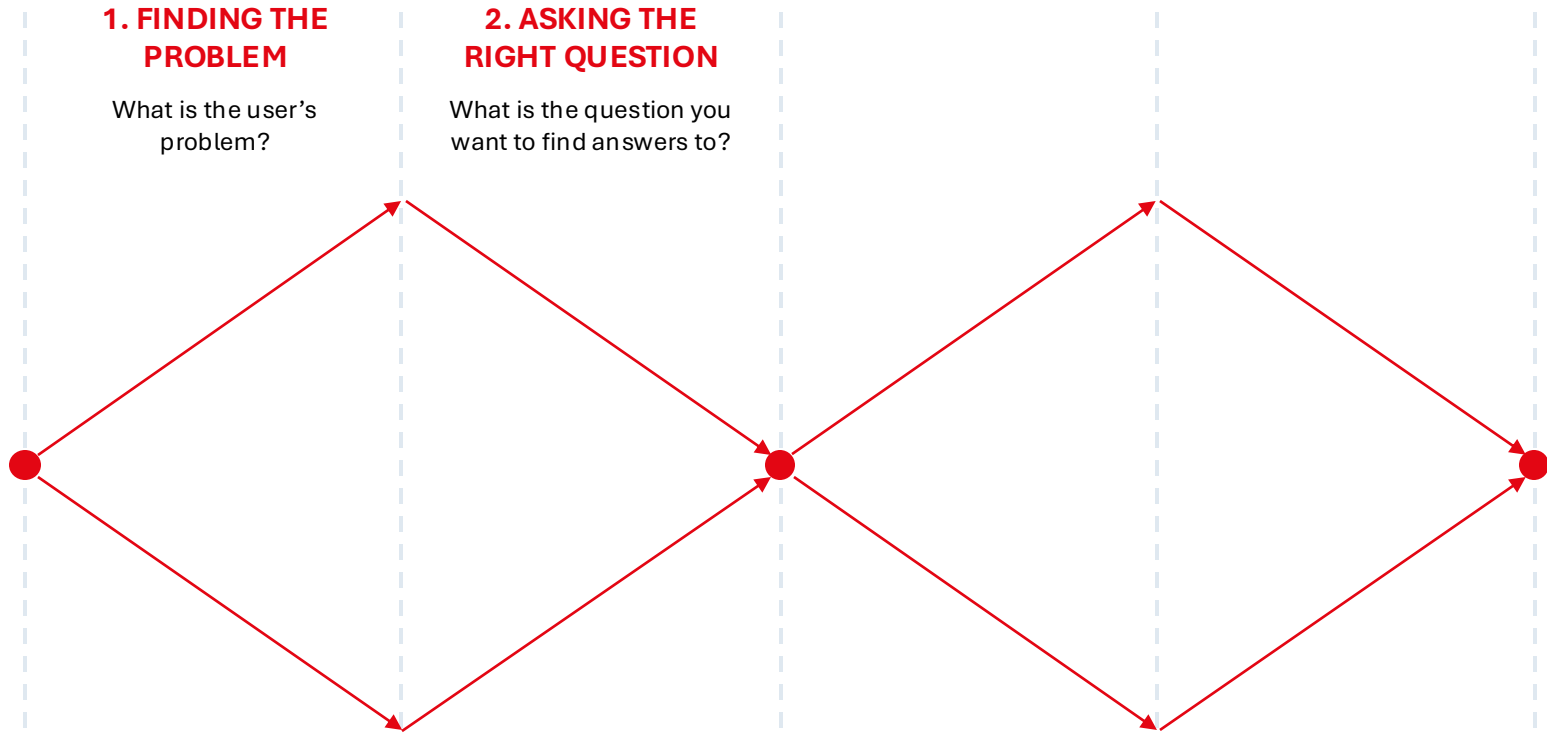
# Develop ideas in a structured way



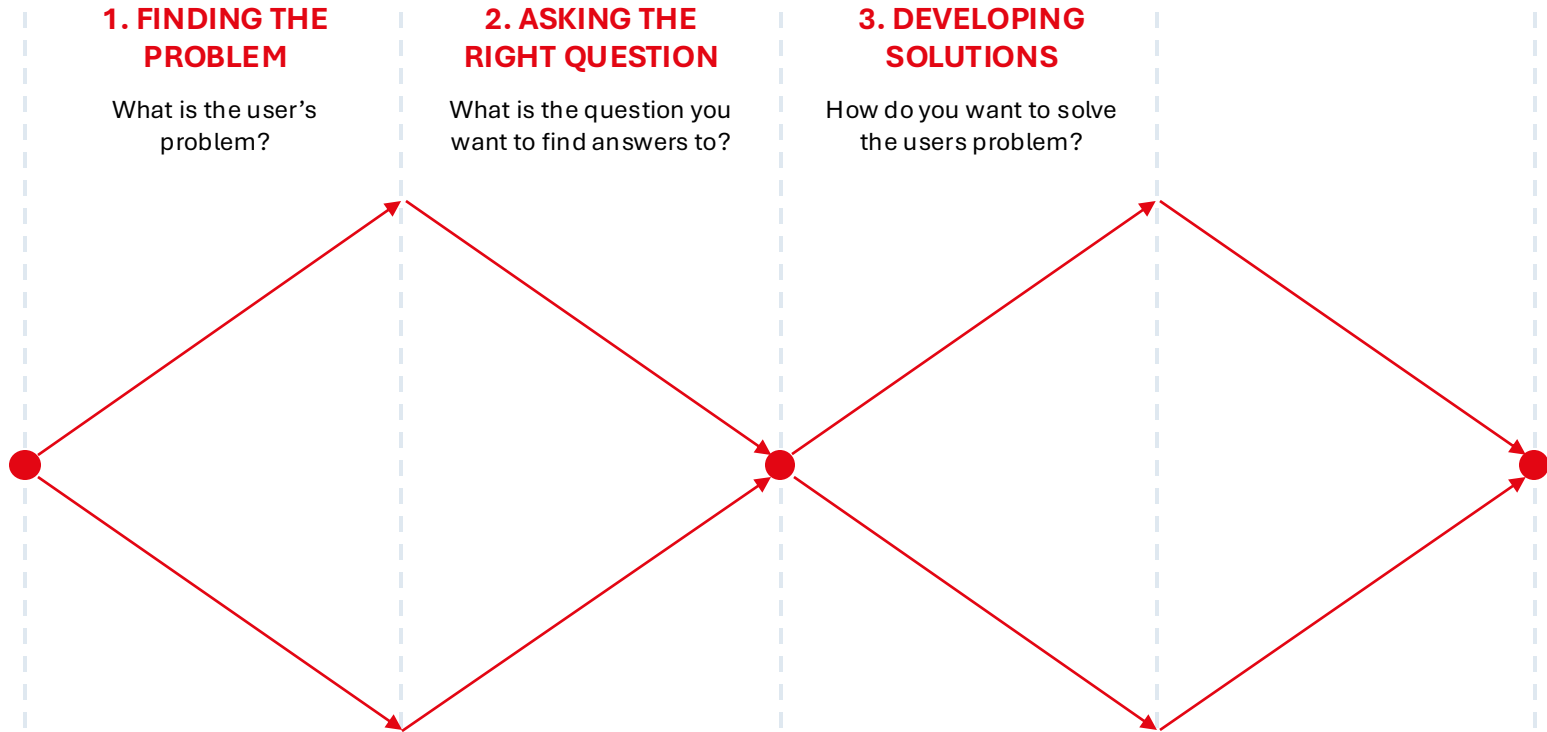
# Ideation process



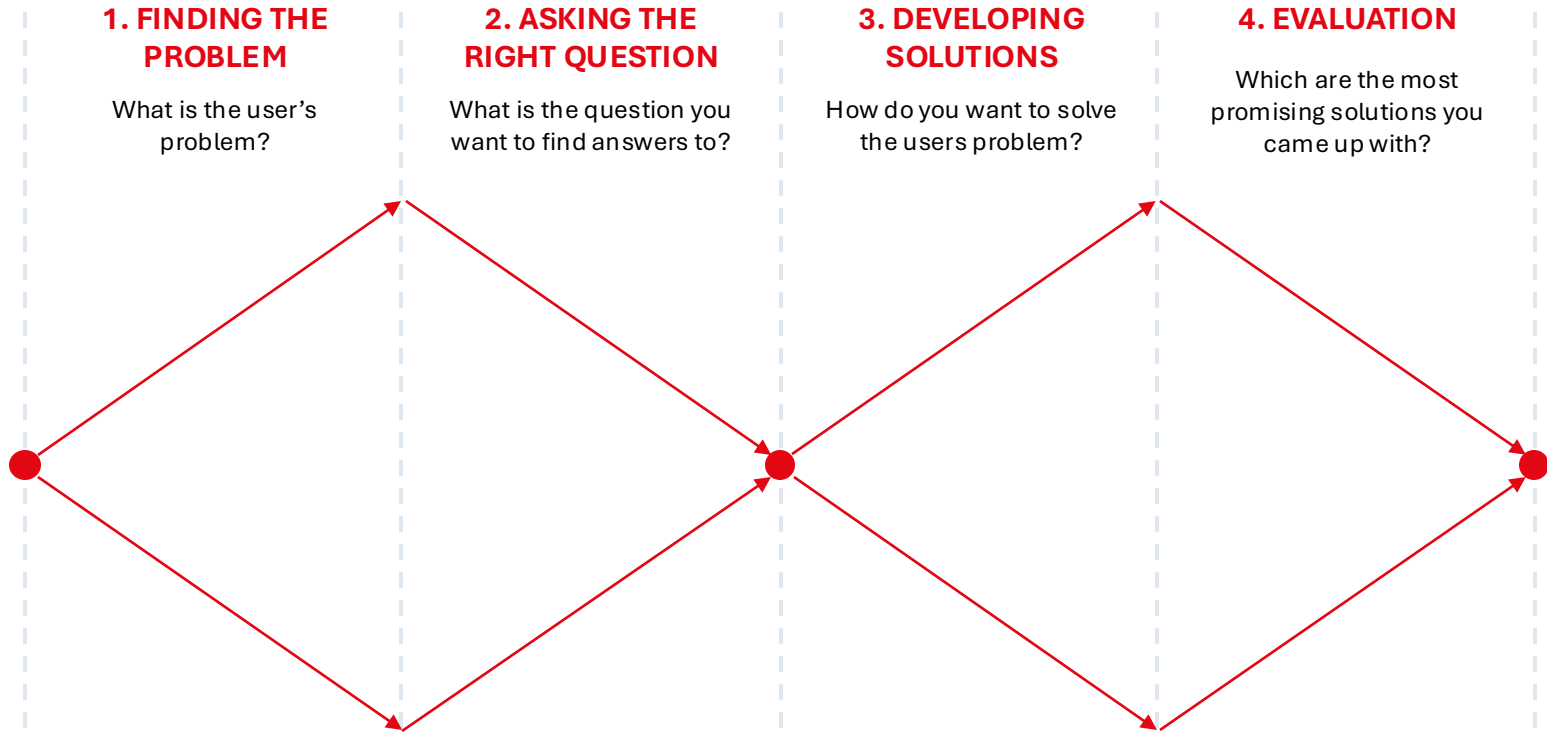
# Ideation process



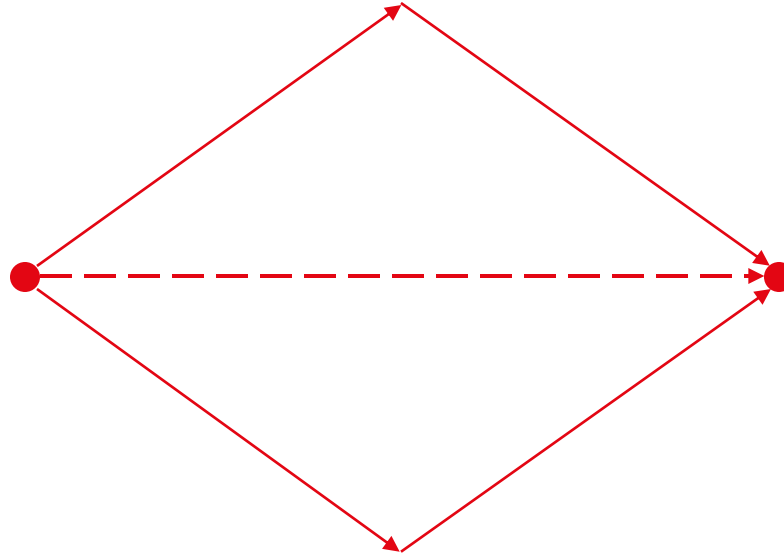
# Ideation process



# Ideation process



# Divergent/convergent thinking

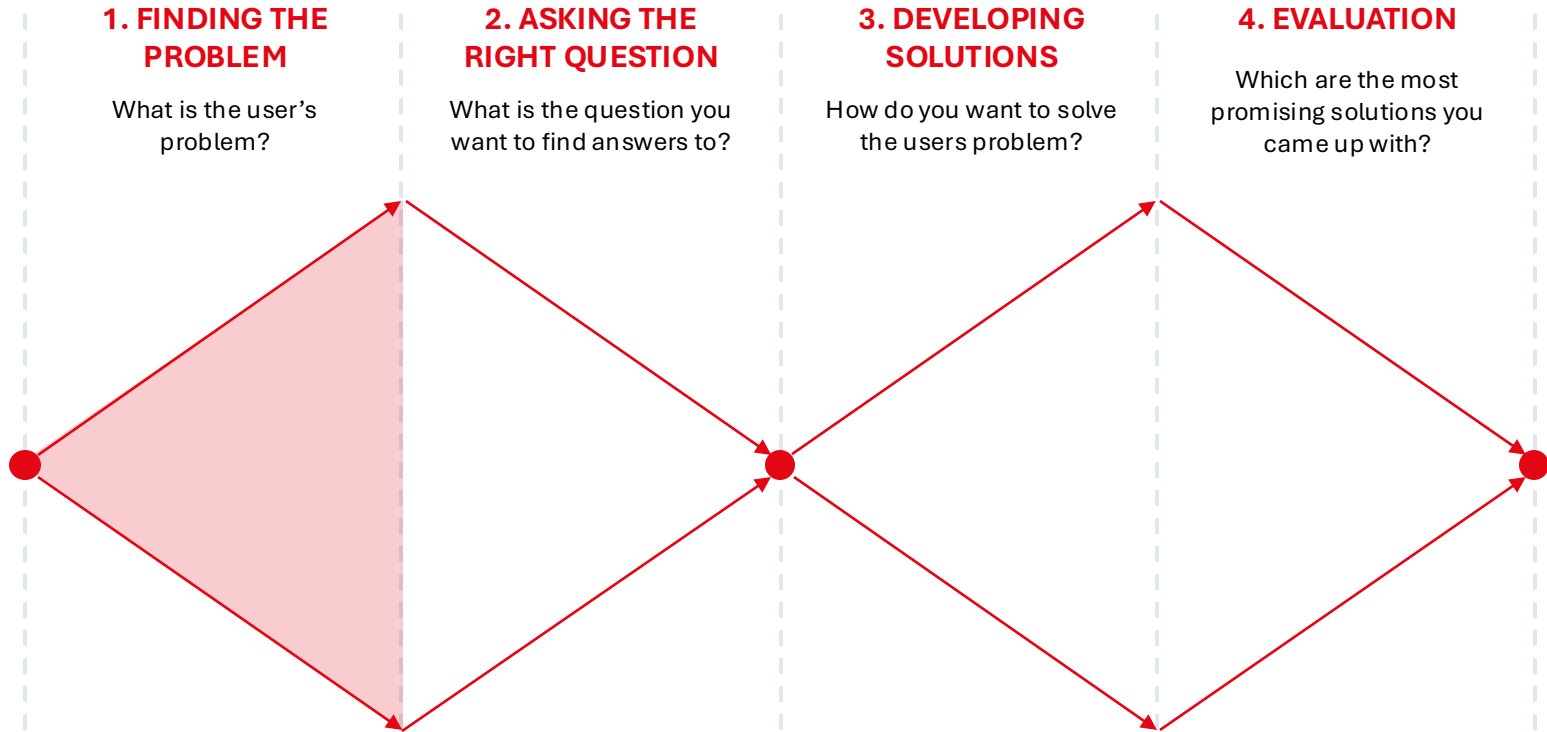


# Ideation process

## This is how we do it

- We will fast-forward through the whole ideation process today.
- You can either develop an idea based on your PhD or develop an example idea with us.

# Ideation process



# 1. Finding a problem

# Finding a problem

## Wherein is the source of a powerful idea?

- in a real user's problem
- in a solution that offers true value for the user

➡ Understanding problems as opportunities!

# Find a problem



# Find a problem

It can either be a problem, that you ...

- A.** ... are working on in the context of your research.
  
- B.** ... observed or found in your day to day life:
  - Where did you recently experience a challenge?
  - Where did you observe a problem that somebody was facing?

# Finding a problem

SOLO WORK/TEAMWORK: IDEATION

## FINDING A PROBLEM

Think about your last week and write down three challenges/problems. Share them with your team!

15 min

### Step 1

Come up with at least 3 problems!

It can either be a problem, that you ...

... are working on in the context of your research.

... observed or found in your day to day life:

- Where did you recently experience a challenge?
- Where did you observe a problem that somebody was facing?
- What is a challenge you faced/observed?

PROBLEM 1

PROBLEM 2

PROBLEM 3

# Finding a problem

SOLO WORK/TEAMWORK: IDEATION

## FINDING A PROBLEM

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... observed or found in your day to day life:

- Where did you recently experience a challenge?
- Where did you observe a problem that somebody was facing?
- What is a challenge you faced/observed?

### PROBLEM 1

An old woman having troubles crossing a busy street.

### PROBLEM 2

Watering my plants when I am not at home.

### PROBLEM 3

# How it works ...



## Teamwork

Digital Breakout Rooms

Automatic transfer back



## Find a problem

On your own:

**Think about your last week  
and write down three  
challenges/problems**

Share them with your team!



## 15 minutes

**2 min** self introduction

**13 min** writing & sharing

Countdown for last minute

Let's go!



# Welcome back



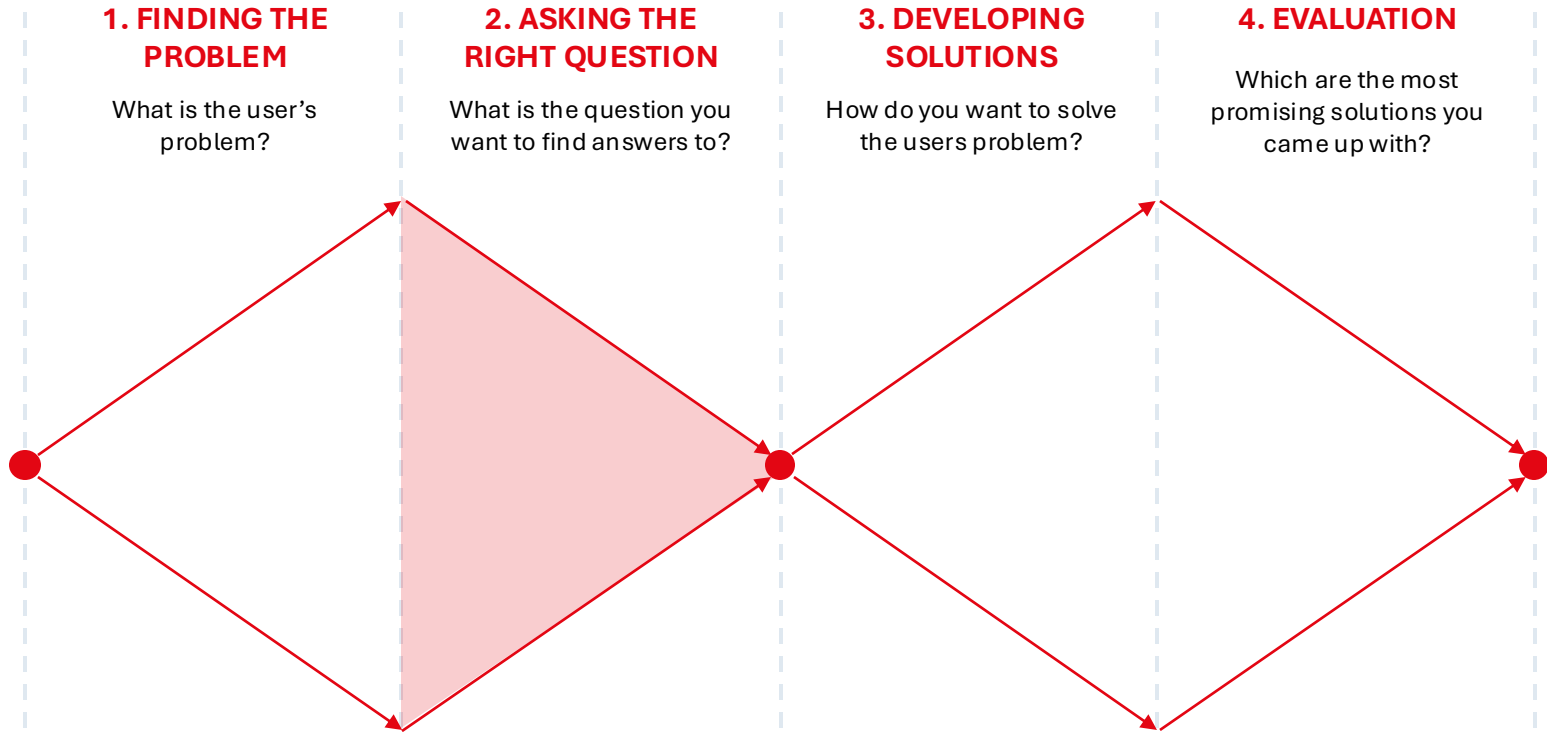
**Let us know, if you're with us:  
Raise your emoji thumb!**

# Sharing ...



**What problems did you think of?**

# Ideation process



# 2. Asking the right questions

# How might we ...?

## Asking the right questions

- Problems usually offer various entry points for possible solutions
- Be very clear about what specific question you want to find answers to!

# How might we ...?

## EXAMPLE

### Problem

- An old woman having troubles crossing a busy street.

### HMW question

- How might we help the lady cross the street?

# How might we ...?

## EXAMPLE

### Problem

- An old woman having troubles crossing a busy street.

### HMW question

- How might we help the lady cross the street?
- How might we slow down the traffic for her?
- How might we help her getting from A to B without crossing the street?

# Define your questions



# How it works ...



## HOW IT WORKS ...

Stay in main room  
and mute yourself.



## Define your questions

**Choose the one problem you  
think is the most interesting**

Try to define at least 3 different  
How Might We questions for it



**10 minutes**

# Define questions

SOLO WORK: IDEATION

## DEFINE YOUR QUESTIONS

Choose the one problem you think is the most interesting.

10 min

### Step 1

Define as many different HMW questions as possible: How might we...?

#### PROBLEM 1

An old woman having troubles crossing a busy street.

#### PROBLEM 2

Watering my plants when I am not at home.

#### PROBLEM 3

#### HOW MIGHT WE...

**How might we ...** help the lady cross the street?

**How might we ...** slow down the traffic for her?

**How might we ...** help her getting from A to B

without crossing the street?

# Welcome back



**Let us know, if you're with us:  
Raise your emoji thumb!**

# After the break ...

## **IDEATION PROCESS**

Ideation & Idea evaluation

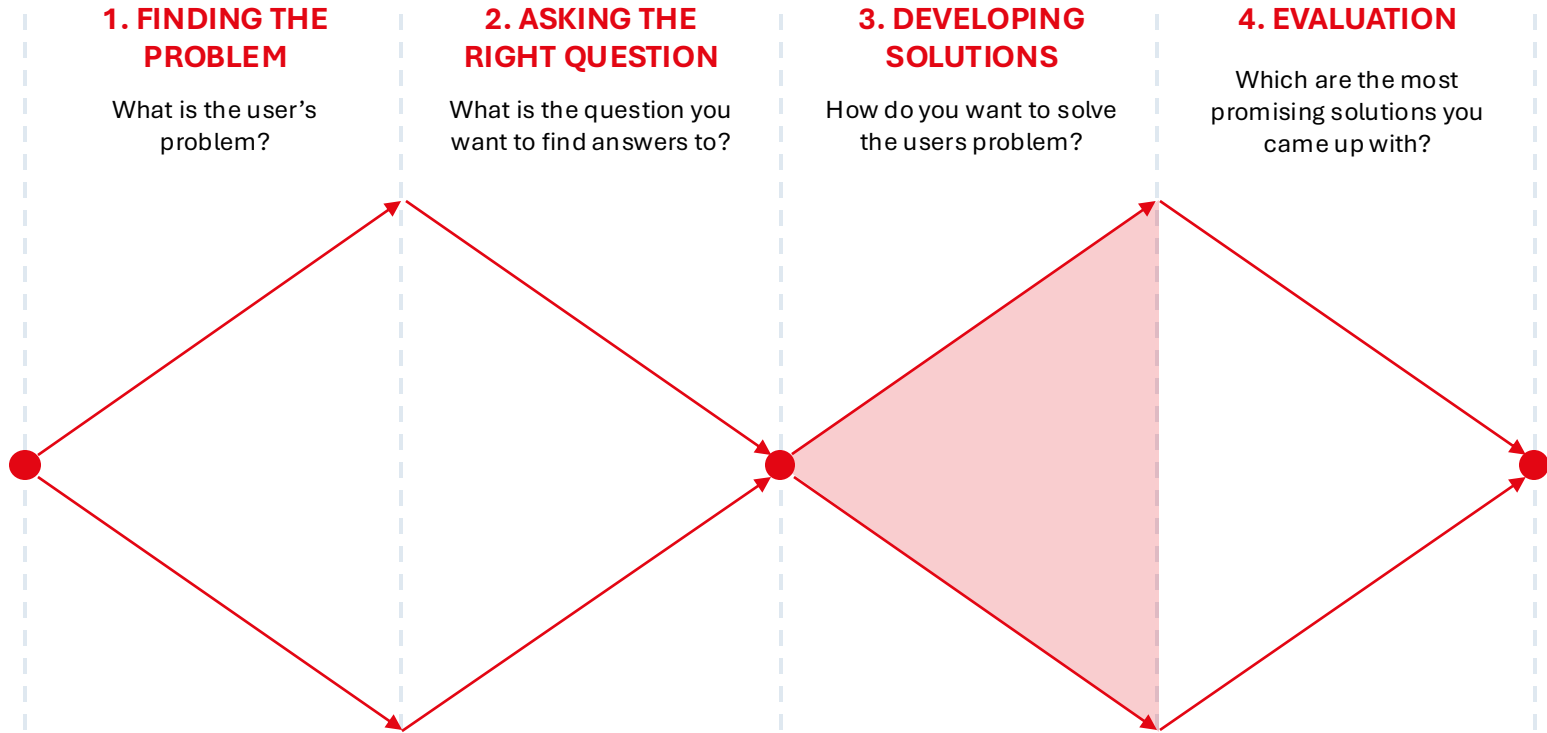
## **SHARING**

Share what you've been working on!

**BREAK**



# Ideation process



# 3. Developing solutions

# Ideation



**Now that we have the right question,  
we can start to think about innovative solutions!**

# Ideation settings



**Alone**



**In teams**



**Loud**



**Silent**

# Ideation guidelines

## 1. Timeboxing



# Ideation guidelines

## 2. Be visual





# Ideation guidelines

## 4. Think outside the box



# Ideation guidelines

## 5. Build on the ideas of others



# Ideation guidelines

## 6. Stay on topic



# Ideation guidelines

## 7. Defer judgement



# Brainstorming



# How it works ...



## Solo work

Stay in main room and get your pen and paper ready.



## Brainstorming

**Select the most interesting HMW question.**

Follow our brainstorming instructions



## 10 minutes

# BRAINSTORMING METHODS



# Silent brainstorm

**Think about your  
HMW question & silently  
write down as many different  
solutions as you can.**



# Reverse brainstorming

Reverse the problem or challenge by asking:  
“How could I possibly cause the problem?”



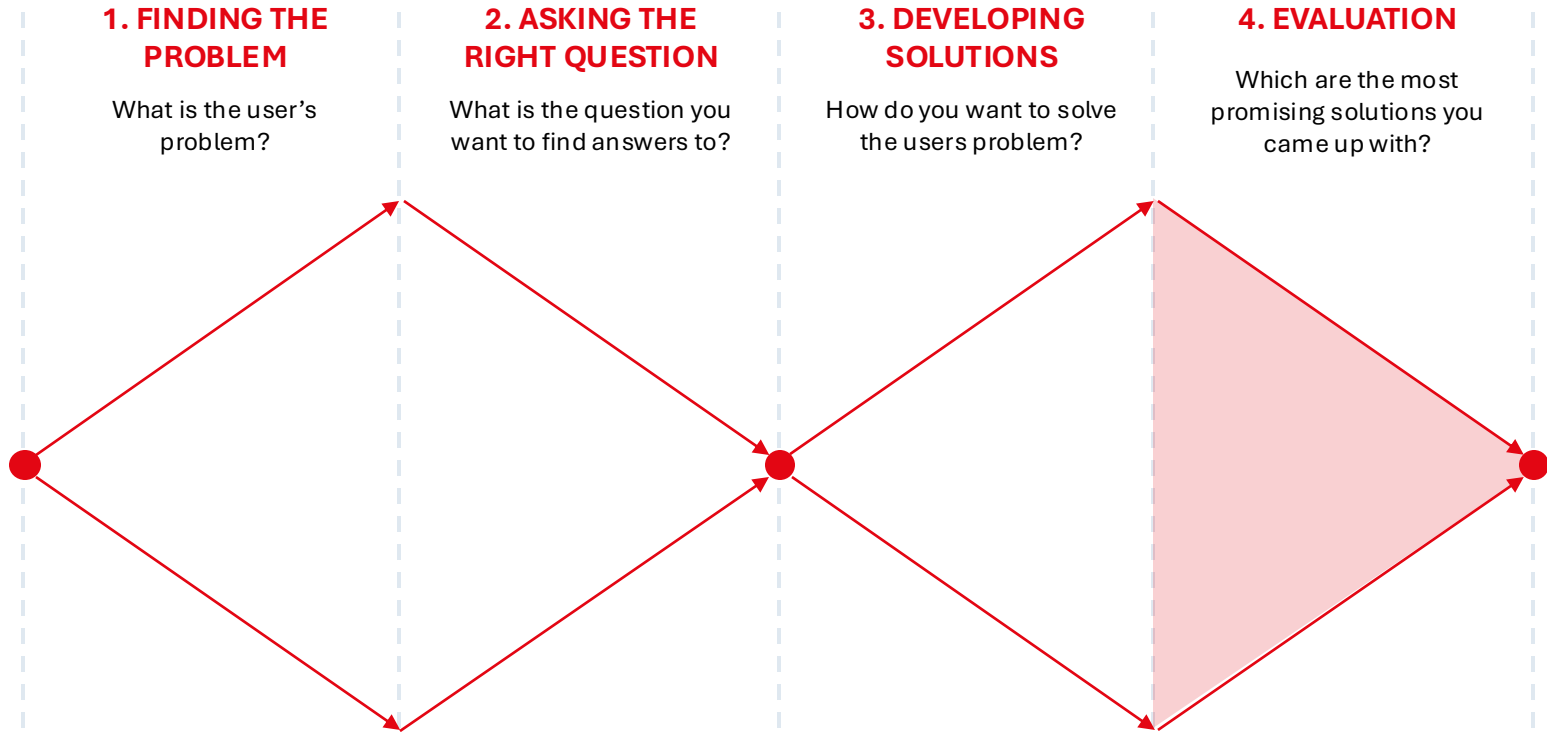
# Super hero brainstorming

**Put yourself into the shoes  
of a superhero.**

**How would this superhero  
with their superpowers solve  
the problem at hand?**



# Ideation process



# 4. The idea evaluation

# Idea Filter



**Use the idea filter to find the best ideas.**

- Degree of Novelty: Which ideas are the *most innovative ones*?
- Easy to implement: Which ideas are the *easiest to implement*?
- Favorite idea: Which ideas are you *most excited about*?

# Filter your ideas



# How it works ...



## Solo work

Stay in the main room.



## Filter your ideas

Choose your most innovative ideas

Think about which ones are the most easy to implement.

**Out of those:  
Choose your favorite idea**



## 5 minutes

Follow the instructions from the coaches.

# Let's go!



## Finding the best idea:

- Degree of Novelty: Which ideas are the *most innovative ones*?

# Let's go!



## Finding the best idea:

- Degree of Novelty: Which ideas are the *most innovative ones*?
- Easy to implement: Which ideas are the *easiest to implement*?

# Let's go!



## Finding the best idea:

- Degree of Novelty: Which ideas are the *most innovative ones*?
- Easy to implement: Which ideas are the *easiest to implement*?
- Favorite idea: Which ideas are you *most excited about*?

**SHARE YOUR IDEAS!**



# Share your ideas



## Structure for the presentation

1. What is the problem?
2. What is your HMW question?
3. What is your solution?

# How it works ...



**Main room**



**Presentations**



**3 x 3 minutes**

**If you want to share your  
developed idea: Type your  
name in the chat**

Please time yourself.

Sound when time has run out.

First come, first serve!

**The stage is yours!**

