

DESIGN THINKING: IDEATE

2021 *FIRST* California Workshop Series:
Product Development + Design Thinking

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Introductions

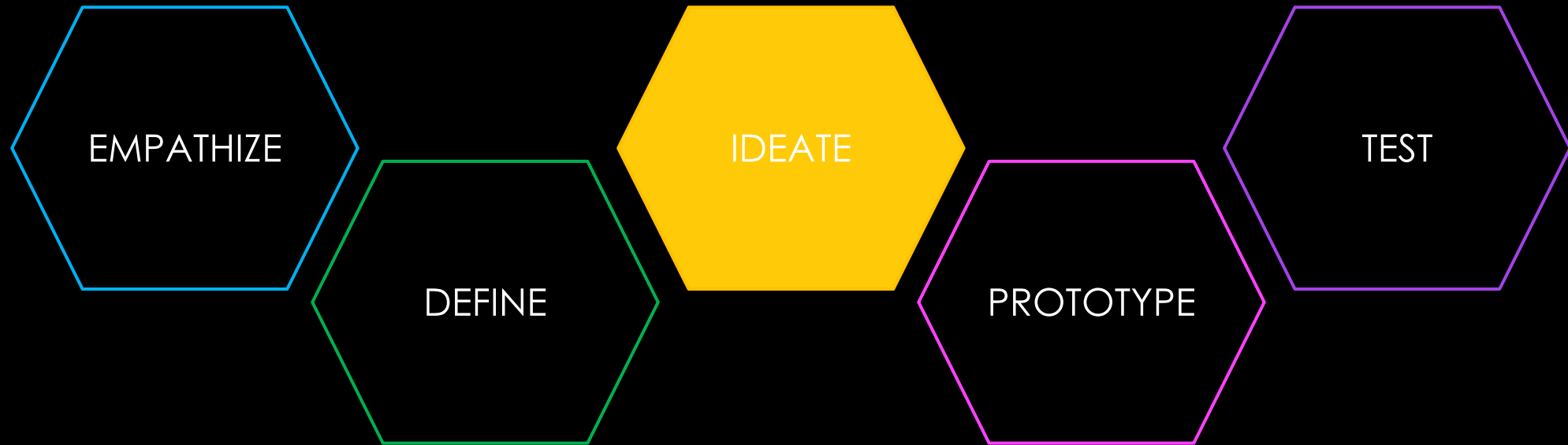


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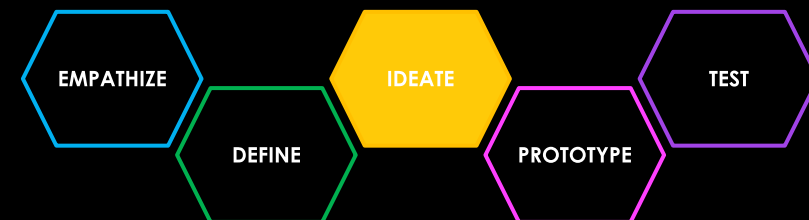
Avidesh Marajh
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Today's Focus



Ideation is the mode in which you generate radical design alternatives

- “Flare”, don’t focus
- Explore a wide solution space
- ALL ideas are worthy

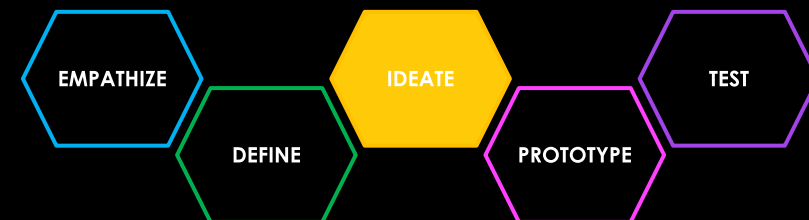


Ideation is the transition from identifying problems to exploring solutions

- Harness your team's collective perspectives
- Step beyond obvious solutions

FLUENCY
(volume)

FLEXIBILITY
(variety)



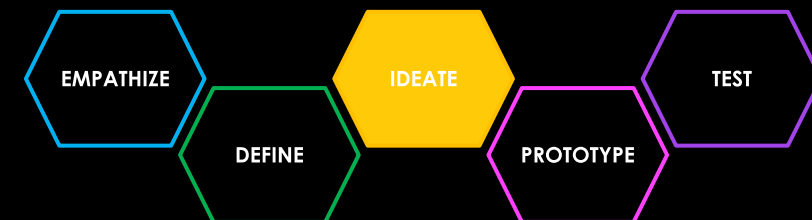
Tip: Stoke

- Stokes are quick activities that help loosen up and energize teams
- Try these with your team:

Category,
category, out!

Sound ball

Yes, let's!



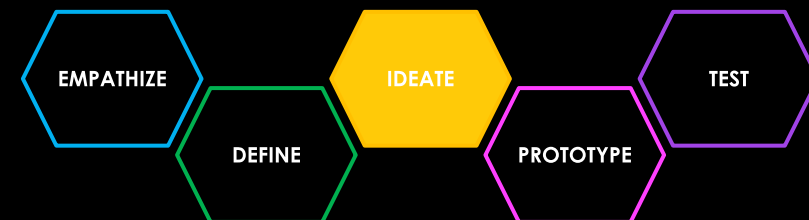
Tip: How Might We (HMW) questions

- Short questions that launch ideation
- Broad enough to include a wide range of solutions
- Narrow enough to impose helpful boundaries

HMW create an
ice cream cone
that doesn't
drip?

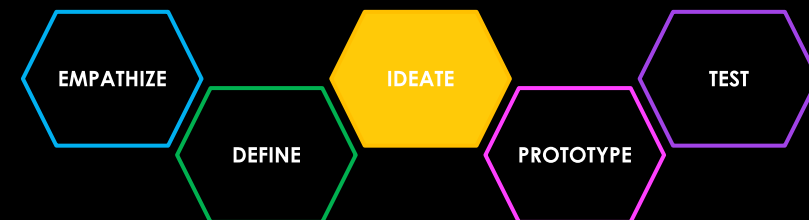
HMW redesign
dessert?

HMW redesign
ice cream to be
more portable?



Tip: How to write HMW questions

- Start with your design challenge
- Break the larger challenge into smaller, actionable bits
- Ask questions that open up the solution space

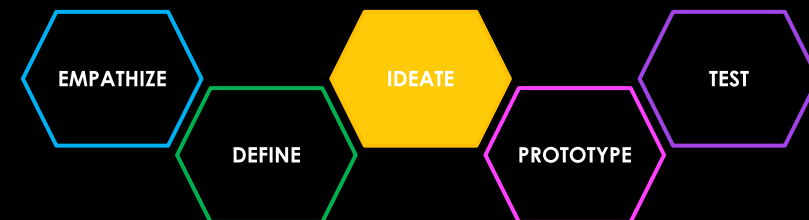


Demonstration: Create HMW questions to redesign the airport space to address the challenge of unruly children



Tip: Brainstorming

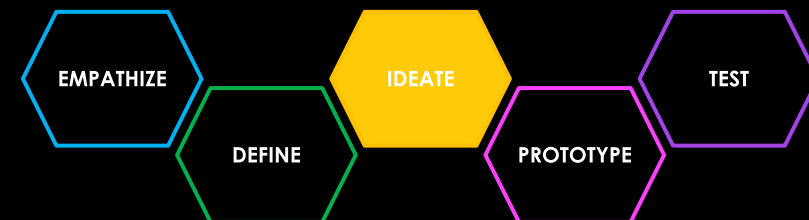
- Tons of ideas, all at once
- Leverage collective thinking
- Generate as many ideas as possible, **without judgment**
- **Try to stay high energy!**



Tip: Impose constraints

- Imposing constraints (with intention) can increase creative potential

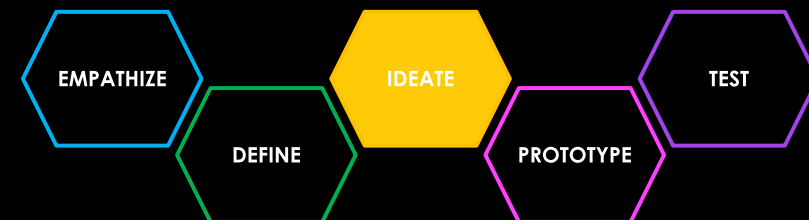
Think of as many silver
things as you can in ten
seconds



Tip: Impose constraints

- Imposing constraints (with intention) can increase creative potential

Think of as many silver things in your kitchen as you can in ten seconds



Tip: Impose constraints

- Imposing constraints (with intention) can increase creative potential

Solution Constraint

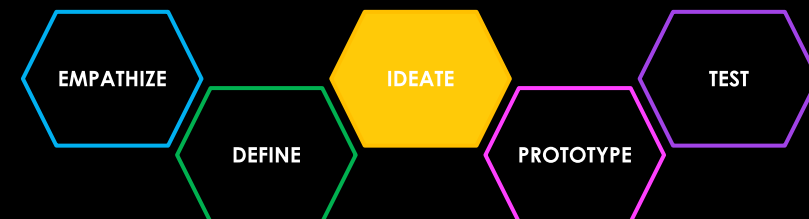
“What if it were made for babies?”

Prototyping Constraint

“What kind of solution could I make out of cardboard?”

Time Constraint

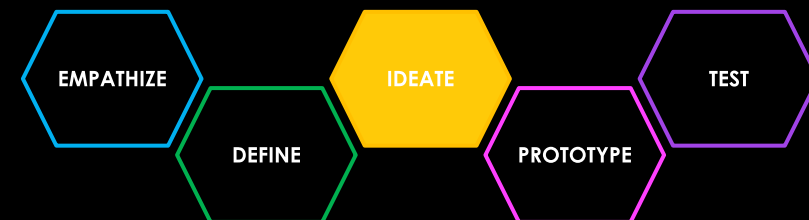
“Let’s each come up with 10 ideas in the next 3 minutes”



Breakout exercise 2: Facilitate a brainstorm on a HMW question

How might we turn
an airport into a
place where kids
want to go?

- Remember: No ideas are bad ideas
- Try to jump on other people's ideas
- Go for volume! In 10 minutes, challenge yourselves to come up with at least 20 ideas





Collaborative Breakout Sessions

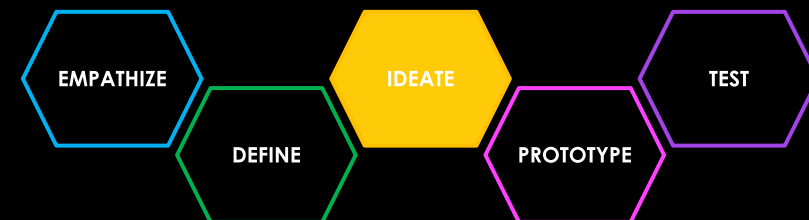
Breakout sessions are NOT recorded.

Don't be shy to show your friendly smile and participate!
Join back into the main room after to share and learn more.

Report Out on Brainstorming Session

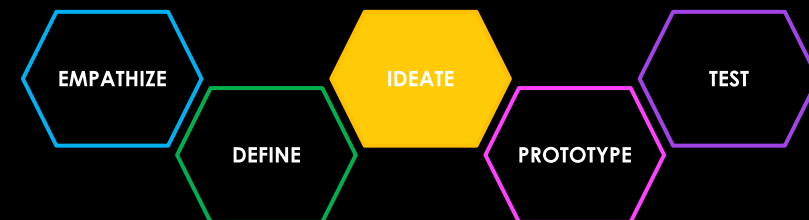
How might we turn
an airport into a
place where kids
want to go?

- How did it go?



Homework

- Try a stoke activity with your team
- Develop HMW questions for the problem you have identified
- Brainstorm solutions to a set of HMW questions, focusing on volume and variety



materials adapted from
the Hasso Plattner Institute of Design at Stanford d.school Bootleg
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