MIS 3504

Digital Design and Innovation Studio

8: DESIGN

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Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

INTERVIEW SUGGESTION:

Focus your questions on DETAILS on PROCESS and PROGRAMS

JustInMind

1. **Download** trial program from website [http://www.justinmind.com/]
2. **Access** your license key on gradebook
3. **Unlock** the full version of the program
4. **Learn** how to use it

Now the fun **starts**

DESIGN INQUIRY / 5 questions to answer:

1. **what** inspired you (good or bad)
2. **who** are the affected stakeholders
3. what are their **unmet needs** + why are they important
4. what is your **solution**
5. what **resources** do you need to create and sustain your solution

SYNTHESIS

DESIGN is not about PRETTY THINGS

"Business creativity is all about finding fresh and innovative solutions to problems, and identifying opportunities to improve the way we do things."

CREATIVE PROCESS from "How Creative Are You"

1. Preparation: becoming immersed in problems and issues that are interesting and arouse curiosity

2. Incubation: allowing ideas to turn around in your mind without thinking about them consciously

3. Insight: experiencing the moment when the problem makes sense, and you understand the fundamental issue

4. Evaluation: taking time to make sure that the insight provides sufficient value to outweigh the various costs involved in implementation

5. Elaboration: creating a plan to implement the solution and following through

What is DESIGN PROCESS

1: Define the problem

2: create and consider many options

3: refine selected directions

3.5: repeat (optional)

4: pick the winner, execute

CREATE AND CONSIDER
MANY OPTIONS

"We happen to think idea generation is an art form. It's about setting a safe, creative space for people to feel like they can say anything, be wild, not be judged, so that new ideas can be born."
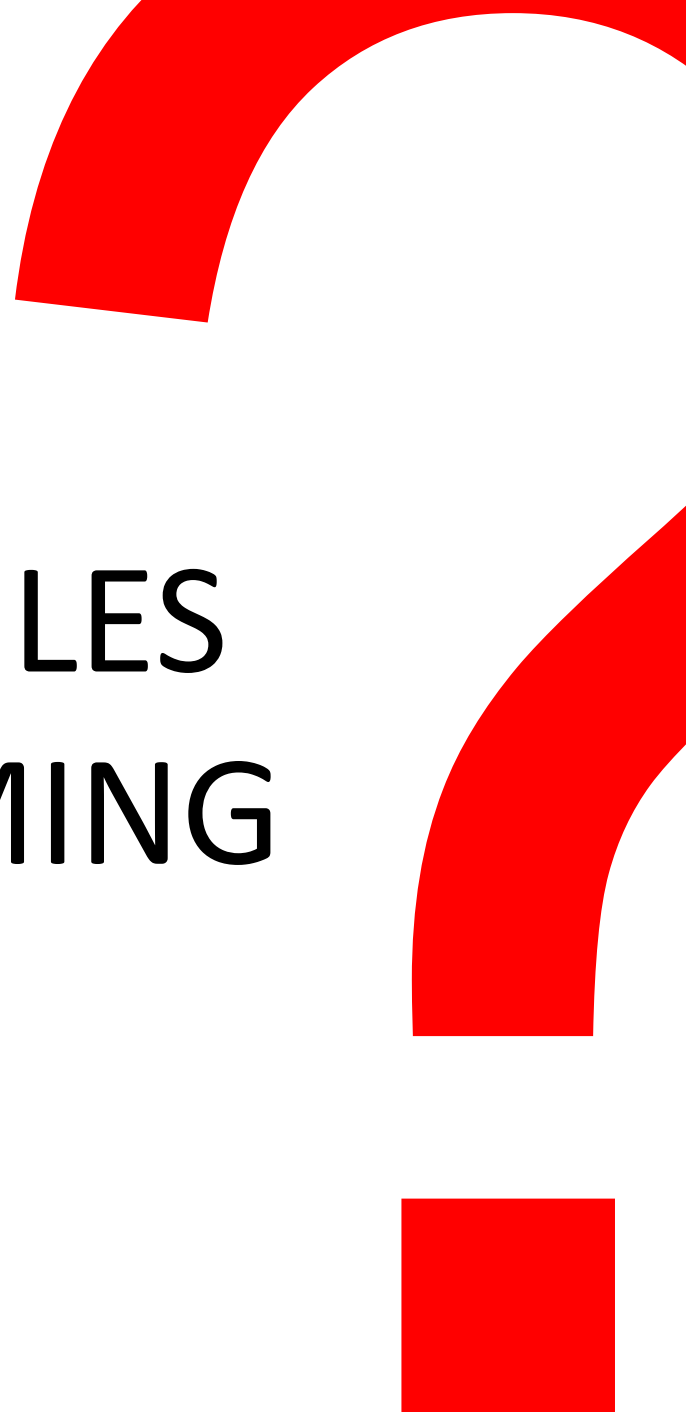
IDEO http://www.openideo.com/fieldnotes/openideo-team-notes/seven-tips-on-better-brainstorming

BRAINSTORMING: IDEO

IDEO shopping cart video

What are the RULES for BRAINSTORMING

IDEO's 7 Rules for BRAINSTORMING

1. **Defer judgment**

2. **Encourage wild ideas**

3. **Build on the ideas of others**

4. **Stay focused on the topic**

5. **One conversation at a time**

6. **Be visual**

7. **Go for quantity**

QUANTITY = the power of MORE

More IDEAS / More OPTIONS / More ENGAGEMENT / More CONTRIBUTIONS /More MEANINGFUL SOLUTIONS

LIMITED IDEAS EQUALS
LIMITED THINKING

GENERATE MANY IDEAS

COMBINE THE BEST

BUILD AND COMBINE

DO NOT EDIT AND ELIMINATE (EARLY ON)

FAIL OFTEN
SUCCEED SOONER

COMMUNICATE
VERBALLY AND
VISUALLY

Team **work session**

Consider

1. **What** are your objectives? What problem are you trying to solve?
2. **Who** are your affected stakeholders?
3. **How will you solve the problem FOR THEM?**

from *How might we ...?*
to *What if we...?*

The opportunity…

We have new internet protocol called "Digimation" that has been released by an open source consortium. It has the capability of digitally de-synthesizing an object, transferring the binary form over the internet using TCP/IP and then re-synthesizing the binary to object form. Limited testing has been done so there is very little feed back on its limitations.

You team has been charge with developing a new product/service that can leverage this technological advance and deliver to the market place within the next nine months

Be Creative…

IDEA 1   IDEA 2   IDEA 3   IDEA 4   IDEA 5

Step 2:

INDIVIDUALLY (this is quiet time) write/draw (AT LEAST) 5 solution ideas – each on a separate post-it note.

5 MINUTES

| IDEA 1 | IDEA 2 | IDEA 3 | IDEA 4 | IDEA 5 |

Step 2:

SHARE them with your team. Place each on the wall as you describe them

10 MINUTES

EMBRACE CONSTRAINTS
THEY ARE LIBERATING

NO SURVEYS / NO FORCED "HOMEWORK" /
NO EASY DATABASE OF VOLUNTEERS

IDEA 1 IDEA 2 IDEA 3 IDEA 4 IDEA 5

Step 3:

INDIVIDUALLY (this is quiet time again) TAKE an idea from the wall and use it to GENERATE 2 more. REPEAT. Use all of your time. 5 MIN

\+ IDEA 1.1 IDEA 1.2

IDEA 1 IDEA 2 IDEA 3 IDEA 4 IDEA 5

Step 4:

SHARE them with your team. Place each on the wall as you DESCRIBE them 10 MINUTES

+ IDEA 1.1 IDEA 1.2

5. Organize your ideas. Look for patterns and relationships 10 min

RECORD YOUR WORK
BUILD WITH THESE IDEAS

Individual Challenge:

JustinMind Prototype
Due Class 9, October 20, 2015

[Introduction Lab 2](#)

END