



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.”**

**From How Creative are You? <http://www.mindtools.com/pages/article/creativity-quiz.htm>**



# 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.”**

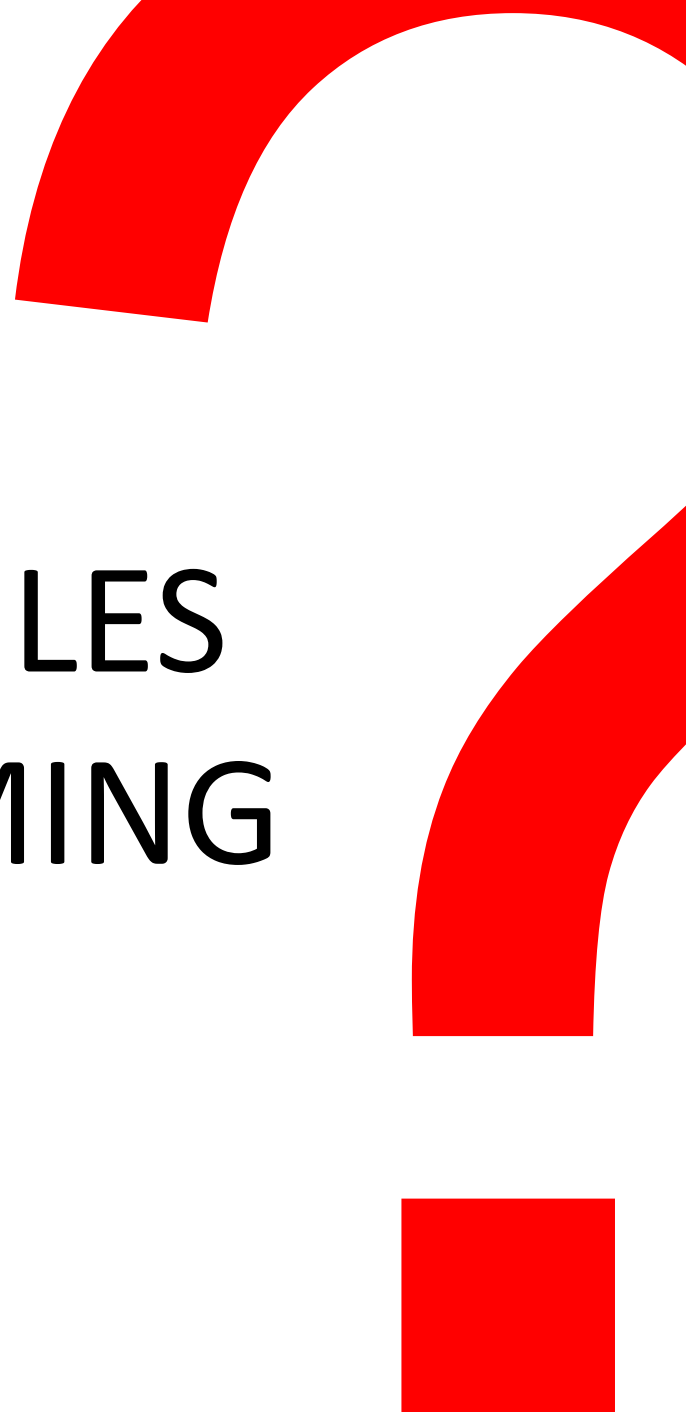
**IDEO**

<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 synthesizing the binary back into object form. Limited testing has been done, so there is very little feed back on its limitations and capabilities.

Your team has been charge with developing a new product/service that can leverage this technological advance and deliver it to the market place.

Since the technology is open source the product/service and be developed for anyone; Government, DOD or General Public

*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**



**END**