



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.”**

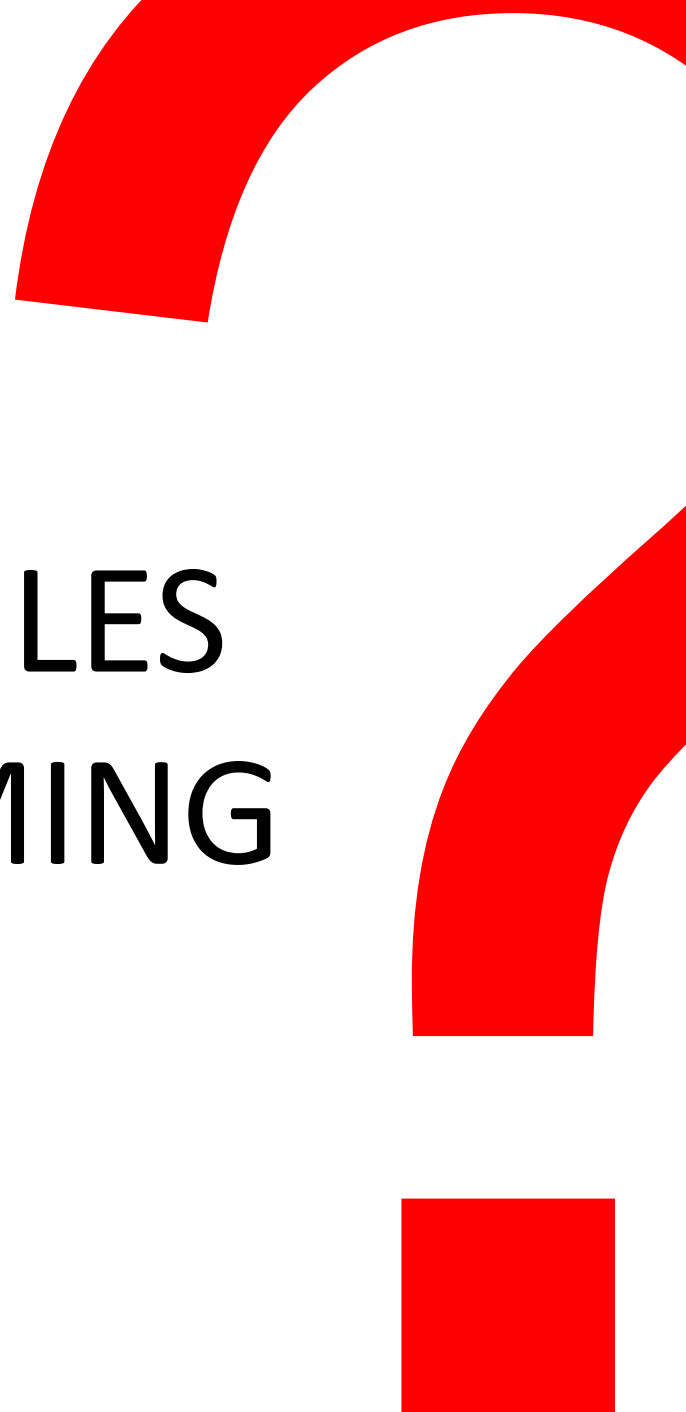
**IDEO**

<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 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



**RECORD YOUR WORK**  
**BUILD WITH THESE IDEAS**



# Individual Challenge:

**JustinMind Prototype**

**Due Class 9, March 17, 2015**

**[Introduction Lab 2](#)**

**END**