



MIS 3506

Digital Design and Innovation Studio

8: THE ART OF DESIGN

Amy Lavin

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

Now the fun **starts**

SYNTHESIS

BRAINSTORMING

SOLUTIONS

“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>

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.”

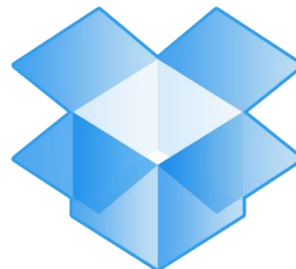
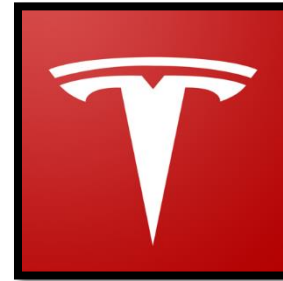
IDEO

<http://www.openideo.com/fieldnotes/openideo-team-notes/seven-tips-on-better-brainstorming>

What are the **RULES**
for
BRAINSTORMING



Wild Ideas that Proved Successful



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
BUILD AND COMBINE
DO NOT EDIT AND
ELIMINATE (EARLY ON)

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?**

Step 1: (CREATE + FILL IN THE TEMPLATE PROVIDED)

As a **TEAM**, make a list of your main **OBJECTIVES** for your project.

5 MINUTES

Who are the main stakeholders?

What do they **WANT**? What do they **HAVE**? What do they **NEED**? --related to the **OBJECTIVES**

15 MINUTES

Stakeholder	WANTS	NEEDS	HAS	Stakeholder
Stakeholder 1				
				Stakeholder 2
Stakeholder 3				

Stakeholder	WANTS	NEEDS	HAS	Stakeholder
Stakeholder 1 Ballet Enthusiast	More information about the shows and to learn more about the dancers	An easy way to access or link to additional content		
		Needs a platform to easily make content available.	Videos of performances and rehearsals and interviews with choreographers in their archives.	Stakeholder 3 PAB
Stakeholder 2 PAB Marketing	A way to engage customers on the website to build awareness of shows to increase sales	More interactive content about the shows, performances and dancers		



IDEA 1

IDEA 2

IDEA 3

IDEA 4

IDEA 5

Step 2:

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

5 MINUTES



IDEA 1

IDEA 2

IDEA 3

IDEA 4

IDEA 5

Step 3:

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

10 MINUTES

EMBRACE CONSTRAINTS
THEY ARE LIBERATING

IDEA 1

IDEA 2

IDEA 3

IDEA 4

IDEA 5

Step 4:

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 5:

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

+

IDEA 1.1

IDEA 1.2



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

RECORD YOUR WORK
BUILD WITH THESE IDEAS

END