MIS 3506
Digital Design & Innovation Studio

8: The Art of Design
Amy Lavin/Steve Sclarow
Schedule:

- Class #1
  - Brainstorming Concepts

- Class #2
  - Brainstorming Ideas

- Extra Credit #3 due:
  - Sunday, March 18th at 11:59 PM
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.

How Creative Are You?
http://www.mindtools.com/pages/article/creativity-quiz.htm
What is DESIGN PROCESS?

1. Define the problem
2. Create & consider many options
3. Refine selected options
4. Repeat (optional)
5. Pick the winner, execute
Create & 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?
IDEO’s 7 Rules for Brainstorming

1. Defer judgement
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

http://www.openideo.com/fieldnotes/openideo-team-notes/seven-tips-on-better-brainstorming
Wild Ideas that Proved Successful
Quantity = The Power of MORE

More IDEAS / More OPTIONS / More ENGAGEMENT / More CONTRIBUTIONS / More MEANINGFUL SOLUTIONS
Limited Ideas = LIMITED THINKING
Synthesis

Subconscious
Shared Mind
Comfortable
Let your Tacit Understanding of the problem come out!

- Design ideas
- Creative leaps
- First solutions
- Think about the people who will use the solution.
Generate many ideas.
Build & combine.
DO NOT EDIT AND ELIMINATE (early on)
In-Class Exercise: Brainstorming

Key Chain Exercise

- Part 1 (10 Minutes)
- Part 2 (10 Minutes)
- Part 3 (Each team presents, 1 minute per team)
Schedule:

- Class #2
  - Brainstorming Ideas

- Extra Credit #3 due:
  - Sunday, March 18th at 11:59 PM
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
<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Wants</th>
<th>Needs</th>
<th>Has</th>
<th>Stakeholder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stakeholder 1</td>
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<td></td>
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<tr>
<td>Stakeholder 2</td>
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<td>Stakeholder 3</td>
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<td>Stakeholder</td>
<td>WANTS</td>
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</tr>
<tr>
<td>Stakeholder 1</td>
<td>More info about the shows and to learn more about the dancers.</td>
<td>An easy way to access or link to additional content.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ballet Enthusiast</td>
<td></td>
<td>Needs a platform to easily make content available.</td>
<td>Videos of performances, rehearsals, and interviews with choreographers in their archives.</td>
<td></td>
</tr>
<tr>
<td>Stakeholder 3</td>
<td>A way to engage customers on the website to build awareness of shows to increase sales.</td>
<td>More interactive content about the shows, performances, and dancers.</td>
<td></td>
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</tr>
<tr>
<td>PAB Marketing</td>
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<td></td>
<td></td>
<td>Stakeholder 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Videos of performances, rehearsals, and interviews with choreographers in their archives.</td>
<td>PAB</td>
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</tbody>
</table>
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
Step 3:

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

10 MINUTES
Embrace constraints. They are liberating.
Step 4:

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

5 MINUTES
Step 5:

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

10 MINUTES
Organize your ideas. Look for patterns and relationships.

10 minutes
Record your work.
BUILD WITH THESE IDEAS.