MIS 3506
Digital Design and Innovation Studio

8: THE ART OF DESIGN

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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

http://www.openideo.com/fieldnotes/openideo-team-notes/seven-tips-on-better-brainstorming
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
<table>
<thead>
<tr>
<th>Stakeholder 1</th>
<th>WANTS</th>
<th>NEEDS</th>
<th>HAS</th>
<th>Stakeholder 2</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Stakeholder 3</td>
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<td>Stakeholder 2</td>
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<tr>
<td>Stakeholder 1</td>
<td>More information 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>Stakeholder 3</td>
</tr>
<tr>
<td>Ballet Enthusiast</td>
<td></td>
<td></td>
<td>Videos of performances and rehearsals and interviews with choreographers in their archives.</td>
<td>PAB</td>
</tr>
<tr>
<td>Stakeholder 2</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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</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 2 more. REPEAT. Use all of your time. 5 MIN
Step 5:
SHARE them with your team. Place each on the wall as you DESCRIBE them 10 MINUTES
6. Organize your ideas. Look for patterns and relationships 10 min
RECORD YOUR WORK
BUILD WITH THESE IDEAS