



Australian Government

Human Centred Design 101

Ideation



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What we want to cover today

- How to generate ideas quickly
- Develop early solution concepts
- Introduction to ways to share your concepts
- Introduction to effort vs impact prioritisation
- Using storyboards



Getting into the ideation mindset





Activity – Speed thinking

Working in teams

1. **Individually (3 minutes)**
 - Come up with solutions to the HMW question
 - *What it is and how it works*
2. **Together (12 minutes)**
 - Share your ideas
3. **Individually (3 minutes)**
 - Build on those ideas
4. **Together (12 minutes)**
 - Share your ideas
5. **Individually (2 minutes)**
 - Vote for the idea you would like to explore

Idea checklist

- ✓ Puts the user at the heart of the idea
- ✓ At least **ONE** that is a bit crazy and out performs the norm
- ✓ Relates to your original problem statement
- ✓ Broad enough to allow for a little creativity
- ✓ Is it an idea or a thought? *It's a.... that does...*

Reflection – Speed Thinking



20 mins

- Objective: Stimulate quick, low fidelity thinking about options; generate large quantities of ideas; demonstrate stretch thinking
- Output: Several creative possibilities for action in a short time

As a tool:

Quick, straightforward ideas generation that pushes beyond the obvious answers.

In a project:

Quick, straightforward ideas generation that pushes beyond the obvious answers. Can also be a lot of fun and silliness, helping the team venture into wild ideas that can then be refined into unexpected opportunities for testing.

Round Robin

- 1. Fold one A3 piece** of paper into quarters to make four quarters. Fill in the top quarter as a team.
- 2. As a team** complete quarter 2 and describe your solution.
- 3. Give to another team/person** and ask them to complete quarter 3.
- 4. Give it to another team/person** and ask them to come up with a fix for all the suggestions in quarter 3

Quarter 1

Team name:
Design question: how might we...
Concept title:

Quarter 2

What's your solution? Who does it help? How does it work? How does it address your user's pain points?

Quarter 3

Why won't it work? How might it fail? Come up with as many ideas as possible

Quarter 4

How might we fix it? Come up with as many ideas as possible.

Round Robin

6. **As a team** spend some time reading through the feedback
7. **Select the feedback** of your idea you would like to include in your refined concept e.g.
 - addresses the reasons it won't work
 - uses the “fixes” as inspiration
 - any additional ideas – in another colour sharpie / post-it notes

Reflection – Round Robin



40 mins

- Objective: Ideas developed into more detailed concepts; apply constraints to concepts; detect possible issues; demonstrate value of collaborative design
- Output: Concepts that have been stress tested

As a tool:

Develops better quality ideas that have been considered through more diverse perspectives.

In a project:

Involves the project team in breaking and fixing each idea, helping them to think through all the possibilities for action in a practical way.



NEXT TIME
Prototyping and
testing



Develop a paper prototype

In our in virtual class we'll get you to develop a prototype in pairs or small groups.



Test your paper prototype

In the virtual class, you'll get a chance to test your prototypes with a few people from outside the class.

You'll get a feel for how:

- prototype testing interviews differ from discovery interviews
- to take feedback and apply it to your prototype
- prototype testing can make your prototype better or help you pivot to a better idea



Thank you for your time and energy today

Don't forget:

Jump into Miro and have fun

