Questions?

• Homework #3?
• Project #1?
Today

Design Process

- Ideation
- Idea selection
- Implementation
- Evaluation
- Analysis (interview)
- Definition (personas & goals)
- Acceptance

Ideation
Ideation

“The best way to get a good idea is to get a lot of ideas”

- Seed the brainstorm
- Get physical
- Follow the rules (IDEO)
  - One conversation at a time
  - Stay focus
  - Encourage wild ideas
  - Defer judgment
  - Build upon idea from others
Brainstorming exercises

• Step one
  – Demo in front of the class

• Step two:
  – 3 Brainstorming teams focus on a given area

• Step three
  – Final brainstorming to develop the most promising idea