

Brainstroming

Design Workshop 2

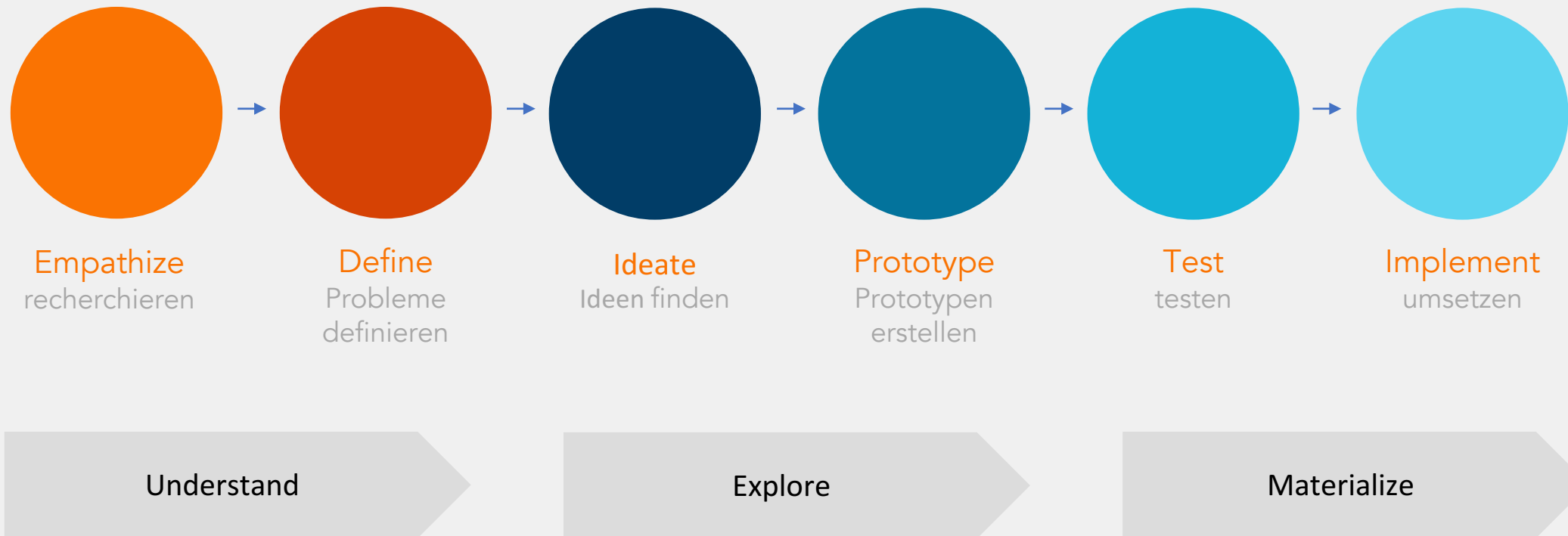
AppDesign

Jingyi Li & Rico Sperl

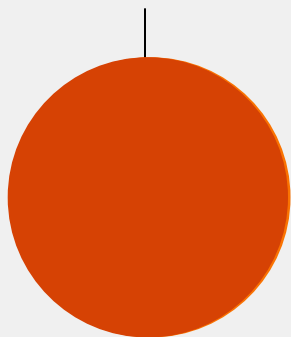


LUDWIG-
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UNIVERSITÄT
MÜNCHEN

Design Process

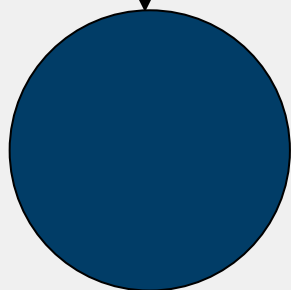


Define
Probleme
definieren



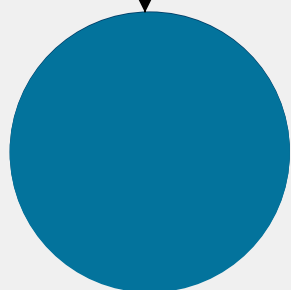
- Analyze your observations
- State your users needs and problems

Ideate
Ideen finden



- Challenge assumptions
- Create Ideas

Prototype
Prototypen
erstellen



- Start to create solutions
- Produce simple versions of the product

Brainstorming Tutorial

Timeline

15:00 – 16:00 Persona presentation

16:00 – 16:15 Brainstorming methodology – Insight Combination; 2x2 Analysis

16:15 – 16:45 Group Brainstorming – *insight combination (breakoutroom)*

16:45 – 17:00 G1 brainstorming – 2x2 analysis with all

17:00 – 17:15 G2 brainstorming – 2x2 analysis with all

17:15 – 17:30 G3 brainstorming – 2x2 analysis with all

17:30 – 17:45 G4 brainstorming – 2x2 analysis with all

17:45 – 18:00 G5 brainstorming – 2x2 analysis with all

18:00 Wrap-up/ homework: concept pitch

Brainstorming Methodology

Insight Combination

What is it?

a method to quickly generate a lot of design ideas and explicitly tie these ideas to **contextual research** and the **cultural nuances** of your target audience.

To constantly ask and answer “**what if ?**”

Brainstorming Methodology

Insight Combination

Insight

is derived from user research and interpretation.

“Users who take medication seek both privacy and community,”

“People who are diagnosed with a disease immediately see the world in a new way.”

Trends

— changes in technology, social norms, fashion, or politics—typically reflect larger emotional changes in groups or subcultures.

“People are spending more time at home doing inexpensive activities”

“Parents are unaware of their children’s online behavior.”

Brainstorming Methodology

Insight Combination

How do I do it?

Insight

(try to identify around 15 insights/ 30 mins)

1. Identify insights in your interview and benchmarking.
2. Find them, highlight them and form a "why" question about it: "Why did the user do something?" "Why did a person respond in a certain way?" "Why is the system set up with certain rules or processes?"
3. Write or draw them on yellow note cards.

Trends

(try to identify around 10 trends/ 30 mins)

4. Identify trends in politics, television, film, art, food, music, technology, and other cultural aspects;
5. Write or draw them on blue note cards.

Brainstorming Methodology

Insight Combination

How do I do it?

Ideas

6. Combine a design trend with an insight at random, mix the blue and yellow cards.
7. Working quickly (<60s) with a single insight and a single trend in hand, create a new design idea to use in the context of your design opportunity.
8. Write or draw the new design idea on a green card.

"Users who use DailyArt seek both art appreciation and art education"



"People are spending more time at home feeling social isolated."

Your Idea here 😊

Brainstorming Methodology

2x2 Analysis

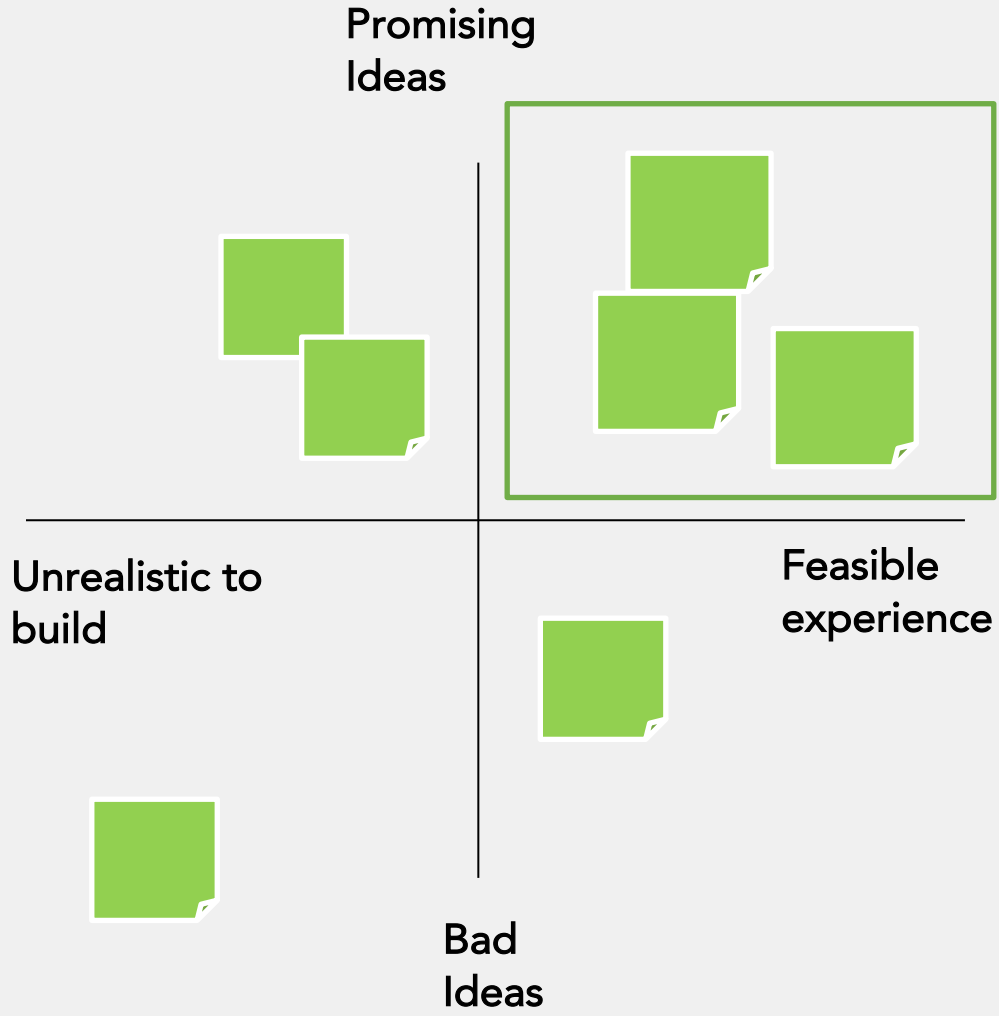
What is it?

an organizational diagram used to illustrate how many things compare across two dimensions.

to determine the relative quality of design ideas.

Choose a feasible tool, one moderator, one recorder (transcript) for your group.

- 16:45 – 17:00 G1 brainstorming – 2x2 analysis with all
- 17:00 – 17:15 G2 brainstorming – 2x2 analysis with all
- 17:15 – 17:30 G3 brainstorming – 2x2 analysis with all
- 17:30 – 17:45 G4 brainstorming – 2x2 analysis with all
- 17:45 – 18:00 G5 brainstorming – 2x2 analysis with all



Group Discussion (30 mins insight combination)

Trello, doc, slides, whiteboard...think about 2x2 with all afterwards

The screenshot shows a Trello board interface. At the top, there's a search bar, a user profile icon (a husky), a green notification bubble saying "New stuff!", and the Trello logo. Below this is a navigation bar with "Private", a user icon "JL", and an "Invite" button. On the right, there are buttons for "Butler", "Confluence", and a partially visible "Sh".

The board has three columns:

- INSIGHTS**: Contains one card with the text "Users who use DailyArt seek both art appreciation and art education". Below the card is a button "+ Add another card" with a card icon.
- TRENDS**: Contains one card with the text "People are spending more time at home feeling social isolated.". Below the card is a button "+ Add another card" with a card icon.
- IDEA**: Contains one card with the text "Your idea here:". Below the card is a button "+ Add another card" with a card icon.

At the bottom of the TRENDS column, a tooltip message reads: "Only board members can see and edit this board." The background of the board is a photograph of a yellow train engine with the number 66057.

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Deliverables next week (14th. May)

I. Concept Pitch (2 ideas)

10 mins pitch + 10 mins Q&A,
German/ English;
Zoom

- Your motivation/the problem you try to address.
- Your competitors/ benchmarking
- Your users.
- Your ideas/ novelty.
- Your goals.

