LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

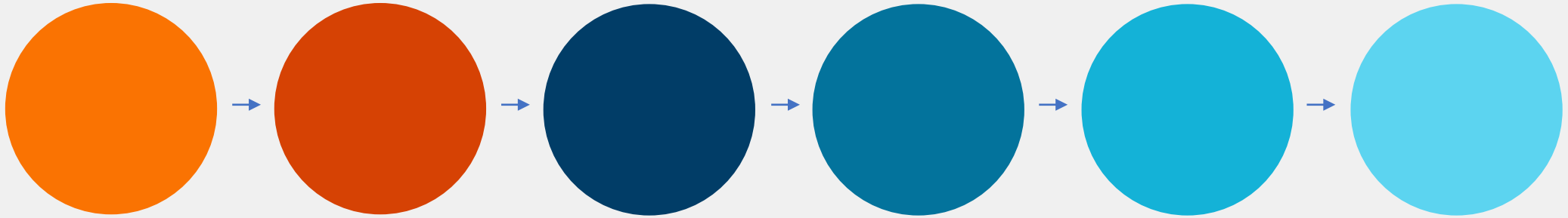
Brainstroming

Design Workshop 2

AppDesign

Jingyi Li & Rico Sperl

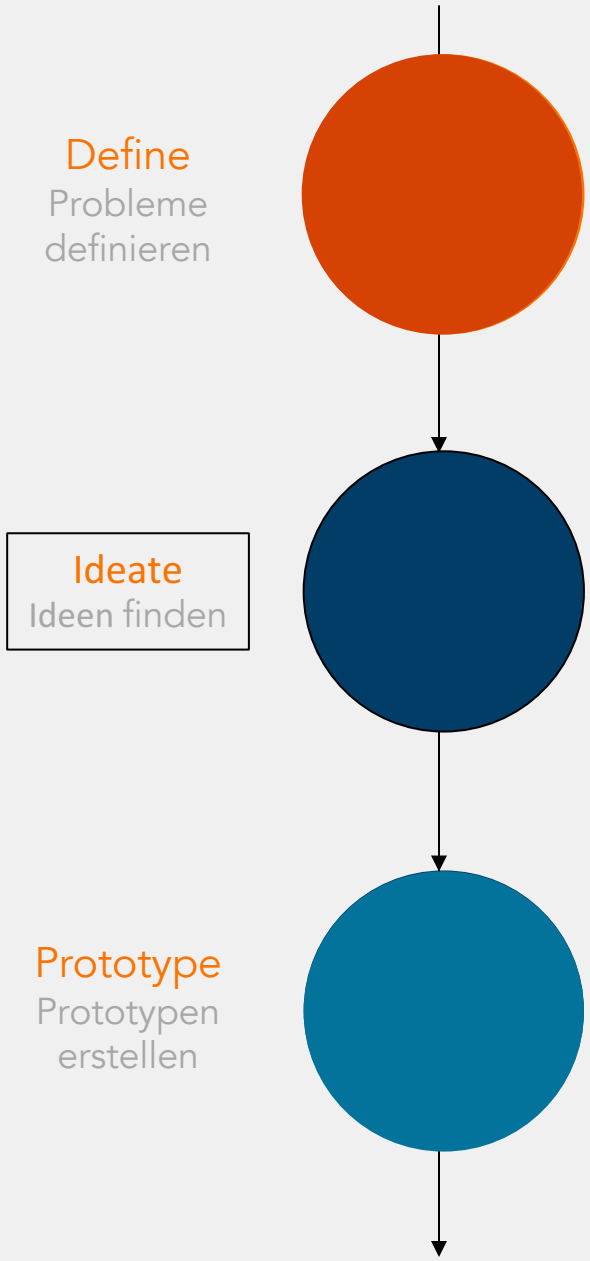
Design Process



Understand

Explore

Materialize



- Analyze your oberservations
- State your users needs and problems

- Challenge assumptions
- Create Ideas

- 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

LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

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 ?”**

Kolko, J. (2012). *Wicked problems: Problems worth solving*. Austin, TX: Ac4d.

Brainstorming Methodology
Insight Combination

LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

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.”

Kolko, J. (2012). *Wicked problems: Problems worth solving*. Austin, TX: Ac4d.

Brainstorming Methodology
Insight Combination

LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

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.

Kolko, J. (2012). *Wicked problems: Problems worth solving*. Austin, TX: Ac4d.

Brainstorming Methodology
Insight Combination

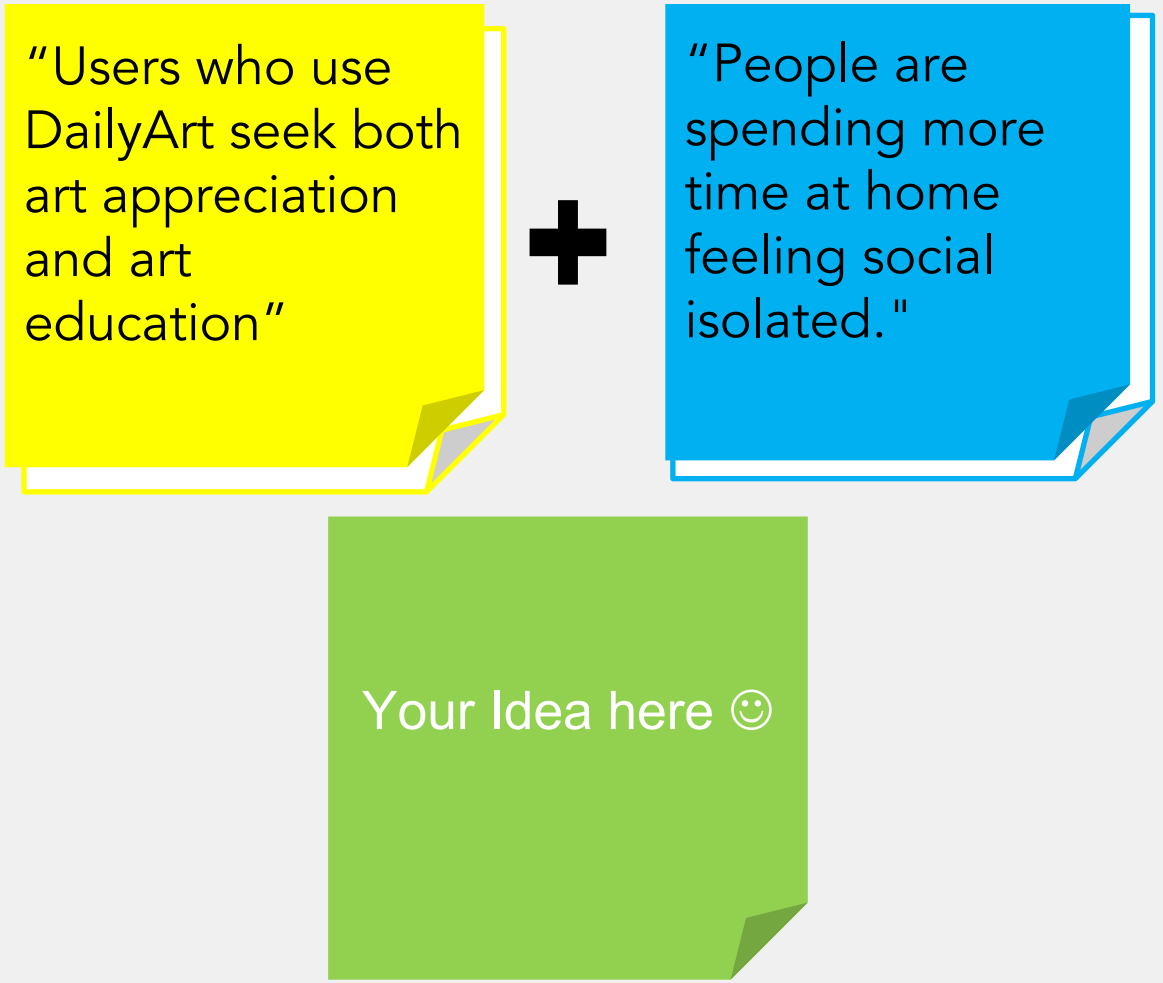
How do I do it?

Ideas

6. Combine a design trend with an insight at random, mix the blue and yellow cards.

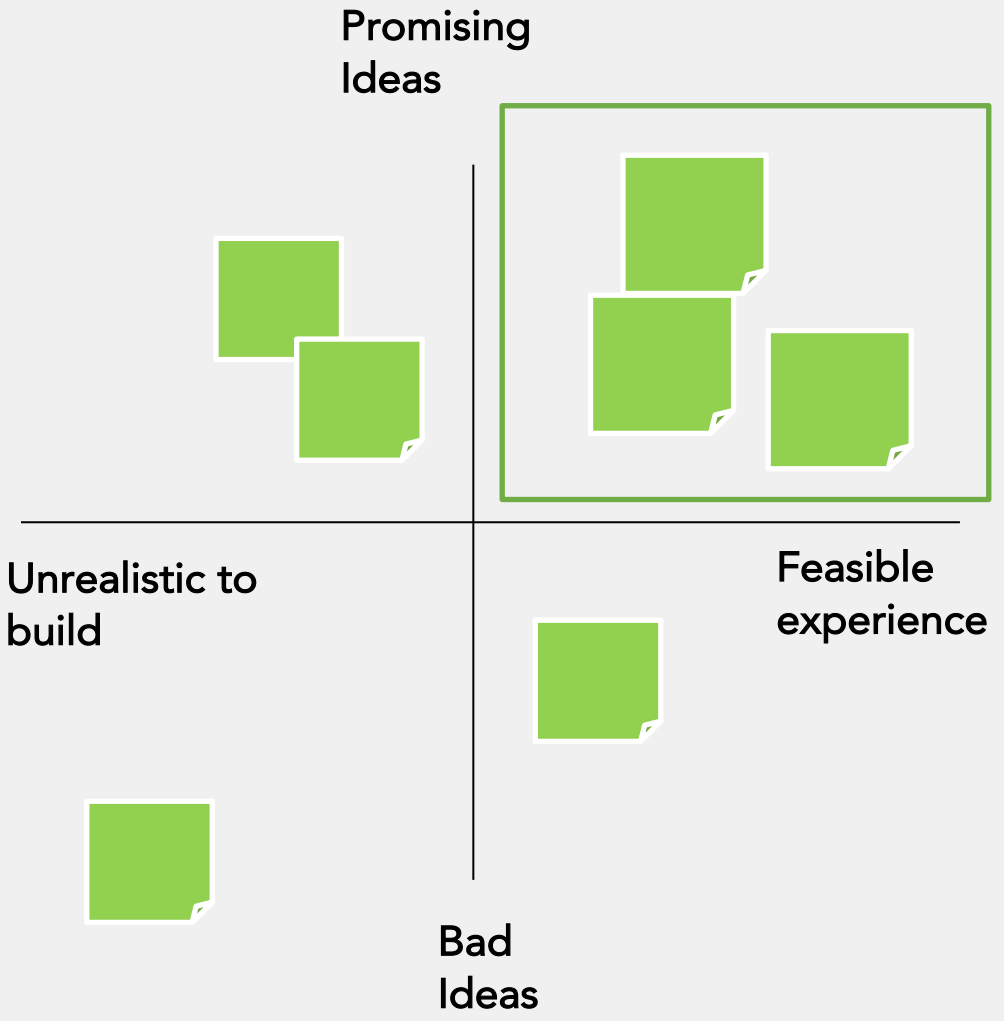
7. Working quickly (<60s) with a single insight and a single trend in hand, create a new design idea to use in the context of your design opportunity.

8. Write or draw the new design idea on a green card.



Kolko, J. (2012). *Wicked problems: Problems worth solving*. Austin, TX: Ac4d.

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.

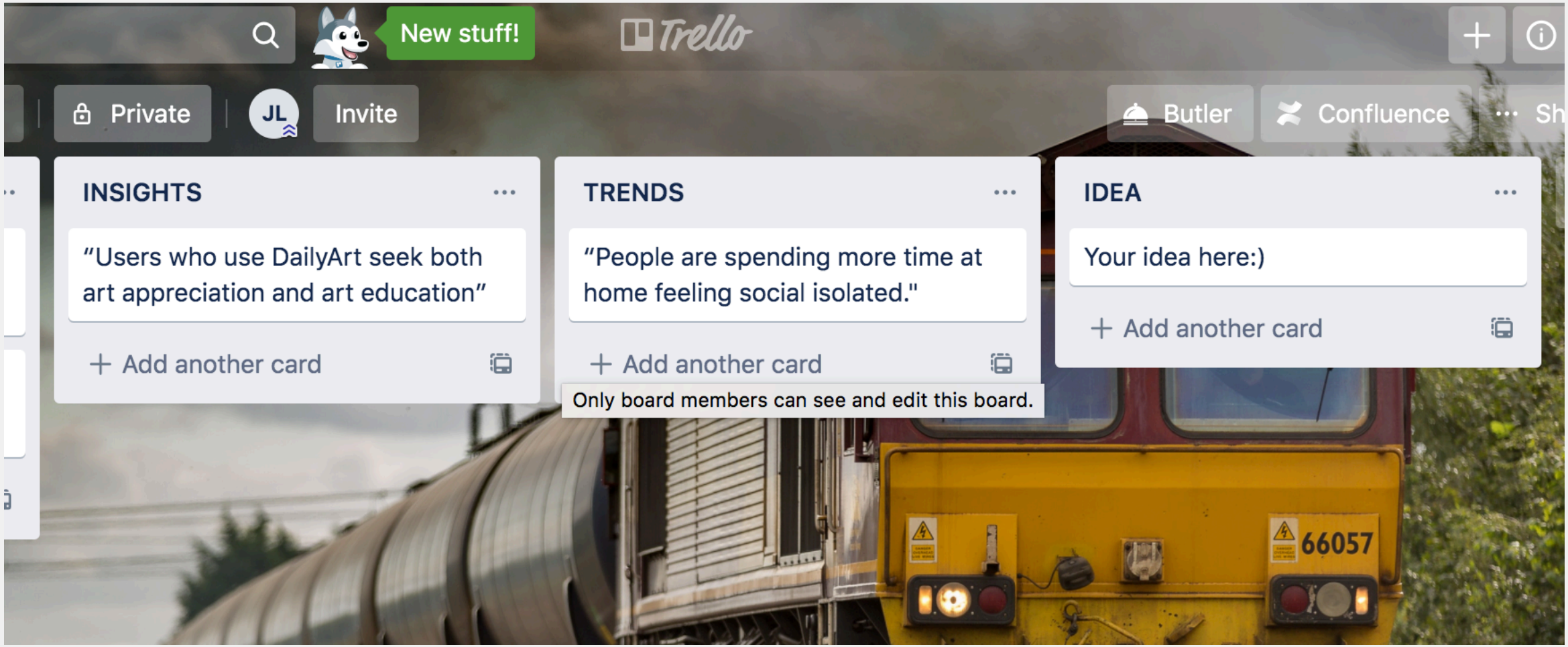
Choose a feasible tool, one moderator, one recorder (transcript) for your group.

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

Kolko, J. (2012). *Wicked problems: Problems worth solving*. Austin, TX: Ac4d.

Group Discussion (30 mins insight combination)

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



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

Deliverables next week (14th. May)

LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

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.