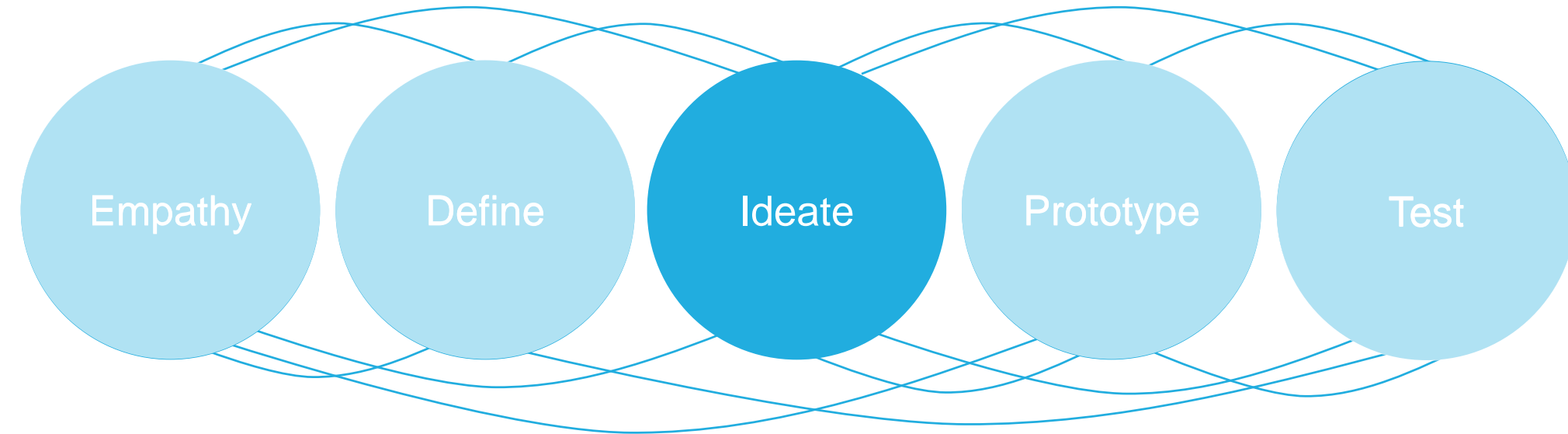




Design Methods 2

Design Thinking



Hasso Plattners: <https://www.tele-task.de/archive/video/flash/17778/>

Learning Goals

- Lotus Flower method
- Overview of Ideation Techniques
- Choosing the right tool

Lotus Flower method

aka Lotus Blossom technique

1	2	3	1	2	3	1	2	3
4	1	5	4	2	5	4	3	5
6	7	8	6	7	8	6	7	8
1	2	3	1	2	3	1	2	3
4	4	5	4	?	5	4	5	5
6	7	8	6	7	8	6	7	8
1	2	3	1	2	3	1	2	3
4	6	5	4	7	5	4	8	5
6	7	8	6	7	8	6	7	8

- Adds structure & focus to brainstorming
- Walk through:
 - Write the problem / question at a card
 - Write 8 solutions on cards placed around the 1st card
 - Give the ideas more space
 - Find 8 more specific or modified descriptions around each of the 8 solution idea cards








Image Source <https://pixnio.com/flora-plants/flowers/water-lily-lotus-flower/horticulture-flora-green-leaf-lotus-flower-pink-petal-blossom-plant>








Marion Koelle, Katrin Wolf, and Susanne Boll. Beyond LED Status Lights - Design Requirements of Privacy Notices for Body-worn Cameras. TEI '18

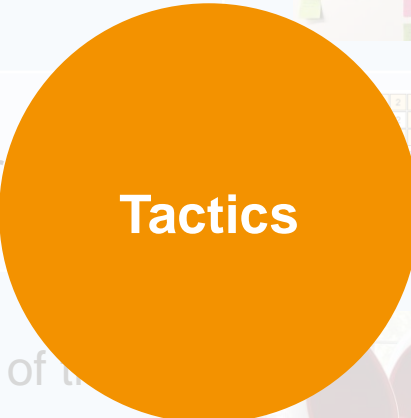


Marion Koelle, Katrin Wolf, and Susanne Boll. Beyond LED Status Lights - Design Requirements of Privacy Notices for Body-worn Cameras. TEI '18

Technique	Device	Description	Example
Brainstorming	Group interaction	Verbalize thoughts in a group so one person's idea prompts others	
Lotus Blossom	Goal setting	Set goals/limits and provide structure	
Input-Output	Translation	Conceptually convert one kind of thing into another	
Focused-Object	Association	Mentally follow associative links among ideas in memory	
Bionics	Analogy	Look for things similar to parts of the problem situation	

After G. F. Smith: Idea-Generation Techniques: A Formulary of Active Ingredients. 1998, The Journal of creative behavior 32(2)

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Strategies

- The most common and significant type of ideation techniques.
- Active means for generating ideas.
- Refer to identifiable mental activities.

Tactics

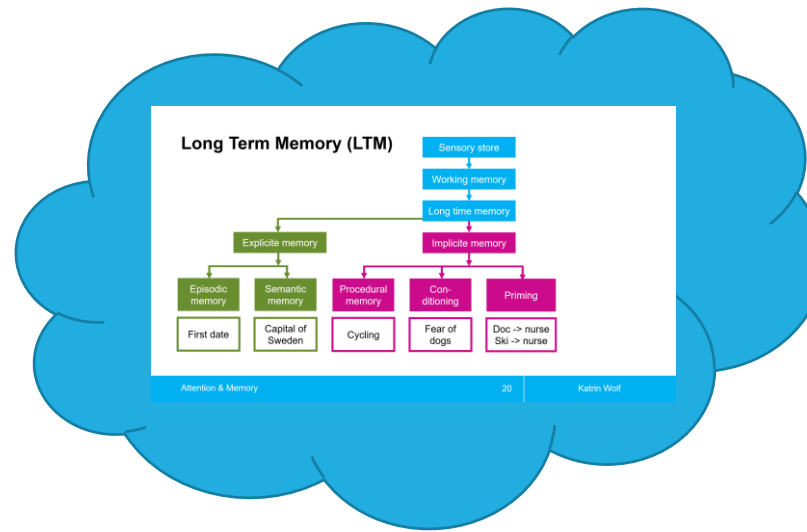
- The least common type.
- Simulatory tools that support strategies.

Enablers

- Passive means of promoting idea generation.
- Rather than directly inspiring creative output, enablers foster conditions within which ideas are more likely to appear

After G. F. Smith: Idea-Generation Techniques: A Formulary of Active Ingredients. 1998, The Journal of creative behavior 32(2)

Priming tools ● ● ●



- Tools affect the outcome in both, cognitive and enabling manner
- Pen & paper foster words & drawings
- A brush fosters visuals
- A camera fosters use cases and scenarios
- A recorder fosters auditory designs and storyboards
- IDEO Tech Box or a material box foster physical artifacts



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Choosing the Right Tool

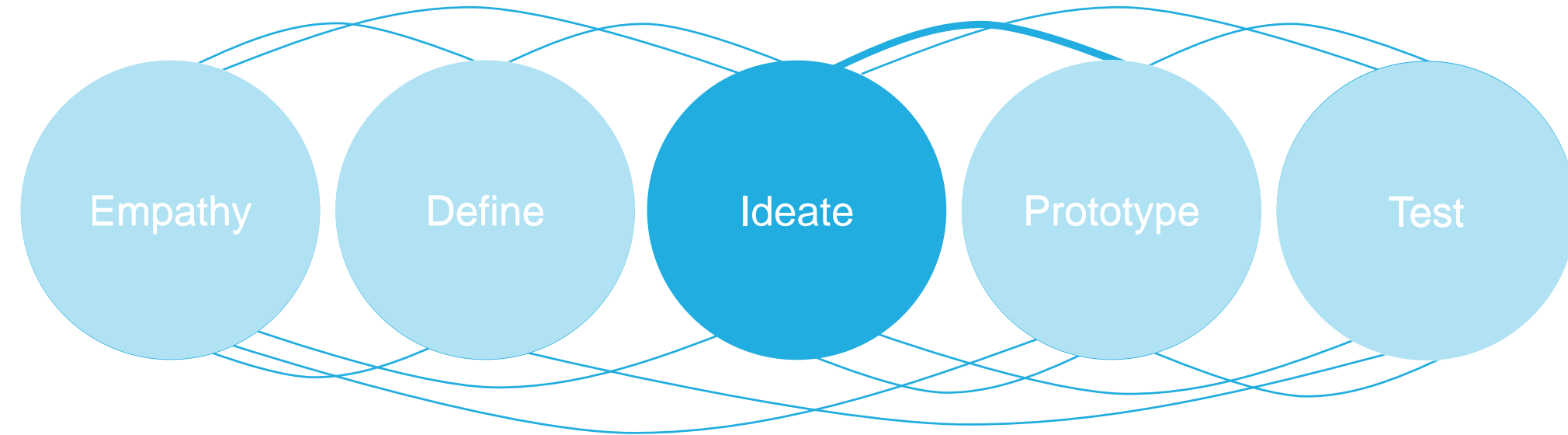
- Ideation technique choices depend on:
 - Problem / question
 - Ideation goal
 - Users' needs, abilities, preferences, personalities
 - Ideation group size
 - Team dynamics
 - Team background & skills
 - Team member's self-confidence or perceived lack of creativity

Ideation Outcome

- Thoughts
- Rough ideas
- Concepts
- Design strategies
- Artifacts
- Devices & material determine outcome

- **Neither a finished product design nor consistent UI / UX design.**

Design Thinking



Hasso Plattners: <https://www.tele-task.de/archive/video/flash/17778/>

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