

Ideate (step 3)

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Ideate

- In the Design Thinking process, the Ideation stage follows the first two stages, which are the empathize stage and define stage.
- There is a significant overlap between the Define and Ideation stages of a typical Design Thinking process.
- Interpreting information and defining the problem(s) both **drive the generation of problem solutions.**
- For example, Brainstorm and “**How Might We**” questions are often used in both of these stages.

How to ideate

- Ask the right questions and innovate.
- Step beyond the obvious solutions and therefore increase the innovation potential of your solution.
- Bring together perspectives and strengths of team members.
- Uncover unexpected areas of innovation.
- Create volume and variety in your innovation options.
- Get obvious solutions out of your heads, and drive your team beyond them.

How to ideate

- Set a time limit
- Start with a problem statement, point of view, possible questions, a plan, or a goal and stay focused on the topic
- Defer judgement or criticism, including non-verbal
- Encourage weird, wacky and wild ideas
- Aim for quantity
- Build on each others' ideas
- Be visual
- One conversation at a time

How to ideate



Benefits of ideation

- Uncover implicit knowledge
- Get to know how you think
- Purge your mind
- Get different perspectives
- Recover enthusiasm

Thank You