

Modul



Ideate

“An idea that is developed and put into action is more important than an idea that exists only as an idea.”

- Buddha

Introduction

This module introduces the student to the basics of the ideating process and methods for ideating well, how they should start the process, and how they can be implemented into their own social entrepreneurship ventures. They will also have to draw out a solution to the problem presented to them and take time to research and prepare for the prototyping step.

Student Objectives

- Students will be able to differentiate good and bad examples of ideating / the steps one can take to ideate well
- Students will be able to start the boat activity and experience the ideating process by sketching their ideas out with their groups

Agenda

1. Ideating Lecture (10 min)
 - a. Introduce and explain Ideating phase of Design Thinking
 - b. Include bad and good examples
 - c. Explain research methods they can use to get ideas
2. Boat Activity (30 min)
 - a. Explain the goal of this module and the next two modules
 - b. Give them a list of materials and prompt
 - c. Give them time to sketch and ideate
 - d. Approve their boat

3. Types of MVPs Lecture (5 min)
 - a. Explain various types of MVP's students can create to help them start ideating
4. Project Work Time (15 min)
 - a. Split the class into their project groups and have them discuss their ideating process and how they can apply it to their own projects.

Facilitation Notes

- It may help to make a presentation about the types of MVPs for the more visual learners/to help them remember.

Facilitator Guide

Ideate Lecture

Lecture Notes:

Design Thinking Process

- Reiterate that it is not linear and ideating can happen at any of these stages.

Add that for their SLX presentations and today's activity you will be making a low-fidelity prototype most likely. Can briefly go over what high vs low fidelity is.

How to start ideating:

- Have a clear goal in mind
- Know what you are designing
- Don't get emotionally attached to one idea
 - Pivoting a huge part of successful prototypes, so if you ever need to scrap an idea just do it (like John Cena)
- Build with the user in mind
 - The key component of design thinking and places emphasis on empathize stage
 - Overall improves the quality of the prototype for whoever is using it

Boat Activity

Purpose: Understand how to ideate through designing an aluminum foil boat.

Materials: Paper and pencils

Directions: Students will sketch and ideate an aluminum foil boat in their project groups that will later be prototyped and tested in the pool to see how far they go.

- Explain how students will do research and take this module to draw out potential designs for their boat.

- Give the students a list of materials they can use to build the boat and explain how the goal is to mimic the ideation process they will do for their project.
- Give students time to work on their boats and get their designs approved by the facilitators.

Ideate Lecture

Lecture Notes:

[Explain that each group will have to make one of these MVPs.]

1. The Video MVP
 - a. Demonstrating what your product does can be better than just asking customers if they're interested in your product. Interest can be gauged much better by the number of customers actually signing up for your product. A Video MVP provides a short demonstration of the product's function and a quick "call to action" button.
 1. Advantages
 - a. Portrays functionality and user interface at a low cost
 - b. Very few development resources are required
 2. Disadvantages
 - a. The customer does not get to interact directly with the product
2. Wizard of Oz MVP
 - a. Sometimes your product will need a lot of time to program due to its complexity. In these cases, it can be difficult to create an MVP because all of the main features of your product will take time to develop. A solution to this is having humans do the work instead of code, effectively creating a manual illusion of the product's intended functionality.
 1. Advantages
 - a. Able to look into the use-case of a mature final product, without the potentially heavy production costs
 - b. Easy to understand
 - c. Data is generated from users who are not aware of the MVP, making it less prone to bias
 2. Disadvantages
 - a. Requires experienced (and often expensive) humans to perform the behind the scene actions.
3. Concierge MVP
 - a. This type of MVP works by serving one customer extremely well. You pour all of your resources into this customer and learn as much as you can about what he or she likes and dislikes about your product. Then you add one more customer and repeat until you start seeing patterns. This MVP model allows you to learn what exactly creates value for your customers. Eventually, you will need to devote time to creating a product that can automate this high level of service, but when you do, you will not be wasting resources because you have a basic set of problems that you know you need to solve.
 1. Advantages
 - a. Contact with real customers

- b. Very few development costs
 - c. Use of product in a working environment
 2. Disadvantages
 - a. Since it is only tailored to a few individuals, it is not necessarily an accurate gauge of the entire market
4. The Newsletter MVP
 - a. Offer some information about your product's main features and ask customers to give you their email addresses if they are interested in receiving more information about your product. This type of MVP is super simple and can be done by anyone regardless of their technical skill. It is not as good as building a low-quality product, but it does allow you to partially gauge what problems you are solving for customers.
 1. Advantages
 2. Disadvantages
5. Vapor-wear MVP
 - a. Create a website with a call to action conversion button that leads to nothing. Use the data on how many people clicked the signup button to see if people are interested.
 1. Advantages
 - a. Allows for quick turnaround and testing
 - b. Cheapest way of testing if a product is viable
 2. Disadvantages
 - a. Often doesn't give customers a detailed look at product, potentially giving skewed data
 - b. Does not give very great feedback

Project Work Time

- Give the students the remaining class time to work in their project groups
- Remind them to reflect on their boat activity and apply what they have learned
- Facilitators will bounce around at this time, prompting student thought, pushing for more research in their target audiences, and guiding students to create and plan for an effective MVP trial in the upcoming weeks. Facilitators may also want to prompt students to work outside of class on MVP / Prototype development.

Sources:

- <https://www.interaction-design.org/literature/article/stage-4-in-the-design-thinking-process-prototype>