

AIA DIGITAL EI8HT PROGRAM

WEEK #4

IDEATION TOOLS



HYPER ISLAND

TOOLS FOR IDEATION:

IDEA DUMP

Get the first
ideas out

**Allow everyone to contribute
and hear their voice**

YES, AND

Build on the
top of others

**Prevent idea killing from
happening**

WHAT IF?

Help ideas to
keep flowing

**A little push to open
doors to new ideas**

IDEATION TOOL #1

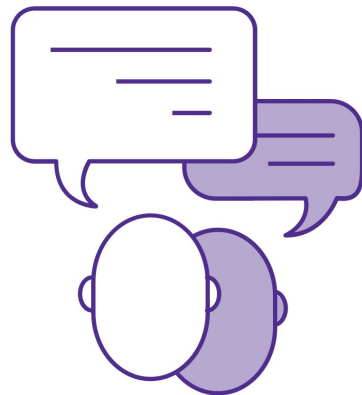
IDEA DUMP

The intention of this tool is to:

- 1. Get the first ideas out.**
- 2. Allow everyone to contribute and hear their voice.**

Group brainstorms don't work. Instead, give each person time to develop solutions on his or her own before sharing with the team. By writing down all the ideas you currently have, you "empty" your brain and this helps you to not be limited by your pre-existing ideas.

Source: Getting Value out of Agile Retrospectives, a book written by Ben Linders



The more introvert team members need to contribute early in the process. If not immediately at the beginning, chances are they won't contribute at all and keep quiet, while the more dominant team members direct the session.

HOW TO FACILITATE “IDEA DUMP”

TIME FRAME 15 min

FACILITATION LEVEL easy

COMFORT ZONE easy

MATERIALS regular post-its or
paper + pens

STEP 1 2 min

Write down the problem that you are going to solve and place it in the middle of the table

Make sure to check what a good idea should look like:

1. One Idea per post-it
2. Your idea should describe the **experience of the user**, i.e. what is the user *actually* doing/experiencing?
3. Write your idea in a **complete sentence** with at least 5 words.
4. Your idea should answer the first '**how**' question? i.e. *How are you going to do that?*

STEP 2 5 min

Set the time to 5 min and in silence each individual should write down 10-15 ideas in 5 min

STEP 3 5 min

Stop when time is up, even if you do not have 10-15 ideas yet.

Allow everyone to share their ideas, OR, follow-up with the technique “**Yes And**” or “**What If?**”

IDEATION TOOL #2

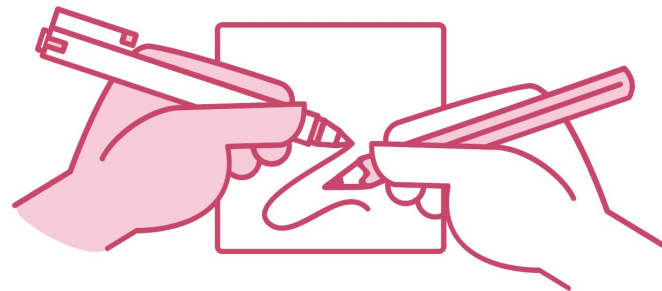
YES, AND

The intention of this tool is to:

1. Postpone judgement and embrace ideas
2. Multiply ideas and/or Enrich ideas

The highest threat to creativity is the presence of "IDEA KILLERS". You probably have an idea what we mean by that. Think about it, what do "Idea Killers" typically say? *"This is not possible"* *"It won't work"* *"we don't have time"* *"we need to do more research"* *"There's no budget for that"*.

Source: Getting Value out of Agile Retrospectives, a book written by Ben Linders



One way to prevent Idea Killing from happening is to set a rule with your team to postpone judgement. Another way, one that we consider more impactful even, is the use of "Yes and.." whenever you consider someone's idea.

HOW TO FACILITATE “YES, AND”

TIME FRAME 20min

FACILITATION LEVEL easy

COMFORT ZONE easy

MATERIALS regular post-its or paper + pens

Yes, and can be applied at any point in an ideation session: whether you want to generate a high quantity or whether you want to improve the quality of a specific idea

STEP 1 2 min

Lay-out the ideas that you wish to work on, preferably distributed in front of the different members of a team.

- You may take 2 approaches:

#1 Work on an idea that was created by someone else, individually, and move from idea to idea.

#2 work as a team on an idea and continue to build on each others' ideas collaboratively

STEP 2 15 min

Each member who wants to contribute should read the initial idea, take a new post-it and write down “Yes and....” or “Yes or...” and add on to the idea.

Stick the post-it together with the idea that you have built upon

Move to the next idea and do the same thing.

STEP 3 3 min

Allow the group to run a couple of rounds on of “yes, and” until all the ideas are stressed out and there are enough contribution and richness to the output

IDEATION TOOL #3

WHAT IF?

The intention of this tool is to:

1. Keep ideation flowing when teams are running out of ideas and creativity

In every ideation session there is a moment that you get stuck and ideas simply stop from flowing. This is absolutely normal. The key is to NOT STOP the ideation! If you have the courage to continue here, the best ideas will come.

Source: Getting Value out of Agile Retrospectives, a book written by Ben Linders



When this happens we actually start to use true imagination and we start make new combinations, hence this is where innovation happens. What we often need is a little push to open doors to new ideas. Creative triggers help us step out of our usual thinking and speed up a creative session where you need some creative thinking.

HYPER ISLAND

HOW TO FACILITATE “WHAT IF?”

TIME FRAME 20 min

FACILITATION LEVEL easy

COMFORT ZONE easy

MATERIALS regular post-its or paper + pens

What if.. serves as a trigger and helps you to step out of your normal pattern of thinking, by stepping into someone else's shoes or by changing the context of the problem.

Use **What if..** as one of the first tools when you feel that ideas stop from flowing. For example after the Idea Dump or after Yes And\

STEP 1 2 min

Write down the problem that you are going to solve and place it in the middle of the table

Step out of your own shoes for a moment, and step into the shoes of a 6 years old boy or girl.

What if... you were a child? How would a child solve that problem?

Write down ideas on post-its. You can do this exercise individually first and then share after, or do it together as a team.

STEP 2 10 min

You can keep repeating that process until you are happy with the number and the quality of ideas generated.

Here's a couple of inspirations:

*What if... you were Google?
What if... you were Walt Disney?
What if... you were Lady Gaga?
What if... you could partner with...?
What if... you were an app?
What if... you were the government?
What if... you were a gaming company?
What if... you were Santa Claus?
What if... you have 4 Million Followers?
What if... you were Jack Ma
What if... you could get any data?
What if... you were Spotify?*

STEP 3 5 min

Next, you consider the idea, and use it as your inspiration.

Try to adapt these ideas so that it becomes more purposeful for your challenge.