3. IDEATION
What is Design Thinking

DESIGN PRINCIPLES

HOW MIGHT WE...

SPECIFIC IDEAS
HMM QUESTION:

USER + INSIGHT + NEED
HMW QUESTION:

How might we help Carmen, a business woman, who has a fear of flying to have a pleasant flight experience nevertheless?
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Frame the opportunities

➔ Brainstorming.

➔ Moderate in turn the brainstorming.

➔ Organize a brainstorming with guests.

➔ Select the most promising ideas.

➔ Match ideas with personas.
“Brainstorming is a Process for generating creative ideas and solutions through intensive and freewheeling group discussion. Every participant is encouraged to think aloud and suggest as many ideas as possible, no matter seemingly how outlandish or bizarre. Analysis, discussion, or criticism of the ideas is allowed only when the brainstorming session is over and evaluation session begins.”
BEFORE:

Choose 3-4 key words

• Research
• Interviews
• Your intuitions
How to brainstorm?

• The leader or another member introduces the problem. The problem is expressed as a keyword. (this can be done before the meeting)

• The group meets in a half circle and starts to storm the problem. Everyone just write down his/her ideas. All ideas are welcome, simple ideas, crazy ideas, ...

• All ideas are recorded in a sticky notes, one idea for note, and stick on a wall where all group members can see the ideas.
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All that you need:

• Sticky notes
All that you need:

- Sticky notes
- Marker
1.

**FOOD**
Quali saranno i nuovi modi di consumare e condivide i pasti?

**HOME**
Vivere gli spazi della casa
Quali oggetti agevoleranno le mansioni domestiche e ci permetteranno di prenderci cura di noi stessi?

**MOBILITY**
Come ci sposteremo nel futuro?
Di quali oggetti avremo bisogno per viaggiare, comunicare e orientarci?
Advices:

• No criticism is allowed during brainstorming. (Evaluation of ideas after the brainstorming)

• Quantity is important. The more ideas the better. (Don’t worry about speaking out only “good” ideas.)

• Wildness is good. Crazy ideas are welcome. (Many times the craziest ideas turn out to be the best ones.)

• A brainstorming session lasts about 10 minutes. After the meeting, the list of ideas is copied and distributed to all group members.
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Collect all the ideas in CLUSTERS
High Level Cluster Map

People
- Community (H)
- Social (H)
- Crime & Security (H)
- Health (H+T)
- Individual (H)
- Poverty & Equality (Ec)

Built Environment
- Transport & Infrastructure (En)
- Urbanisation & Structure (En)
- Land (En)
- Home (H)
- Building (C)
- Housing (C)

Work
- Technology (T)
- Employment Needs (H)
- Skills (H)
- ICT (T)
- Innovative-ness (C)
- The Firm (Ec)
- Design (C)
- Procurement & Project Relationships (C)
- Construction (G)

The Planet
- Pollution (En)
- Environmental (G)
- Sustainability (En)
- Resource (En)
- Water (En)
- Climate Change (En)
- Energy (En)

Governance & Political
- Public (G)
- Economic Competitiveness (Ec)
- International Governance (G)
- Construction Industry (General) (C)
- Cost-Cutting Measures (C)
- UK Governance (G)
DESIGN CHALLENGE
<table>
<thead>
<tr>
<th>DESIGN CHALLENGE OBJECTIVES</th>
<th>TEAM</th>
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<tr>
<td>STAKEHOLDERS / NEEDS</td>
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<tr>
<td>INNOVATION OPPORTUNITY / VALUE PROPOSITION</td>
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<tr>
<td>SOLUTION</td>
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Good work!