Ideas Generation Workshop

Delivered by Yiuwin Tsang - Disruptive Thinking Limited

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Today’s Agenda

1. The world has changed
2. Build a tower
3. An introduction to Design Thinking
4. Using design thinking to create your idea
5. Develop your idea by understanding value and impact
6. Test your idea with the Business Model Canvas
How things were
THE SAME FOR EVERYONE
A new transition?

- Connectivity: reach, immediacy
- Complexity: unpredictability and speed
- Attitudes: participation and contribution
The Network Revolution

- Relationships matter
- Hierarchies flatten
- Participation is critical
- Awareness and responsibility
- Openness, transparency and accessibility wins
- Self organisation is natural

Habib Lesevic
http://j2c.de
With these changes in mind, it’s more important than ever that we channel our creativity better than before.
CHALLENGE: Build a tower

The rules:

- Working in groups of 5
- Only made of masking tape and spaghetti
- Must be free standing for 30 seconds
- Measured from bottom of structure to the top
- One tower to rule them all
An introduction to Design Thinking
Design Thinking: A 5-Stage Process

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test
Empathise
<table>
<thead>
<tr>
<th>User</th>
<th>Need</th>
<th>Insight</th>
</tr>
</thead>
<tbody>
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# Point of View Template – Example

<table>
<thead>
<tr>
<th>User</th>
<th>Need</th>
<th>Insight</th>
</tr>
</thead>
<tbody>
<tr>
<td>An adult person who lives in a city</td>
<td>To use a car for 10-60 minute trips 1-4 times per week</td>
<td>The user would not want to own his own car as it would be too expensive compared to his needs. He would like to share a car with others who have similar needs, however, there are no easy and affordable solutions for him. It’s important for the user to think and live green and to not own more than he truly needs.</td>
</tr>
</tbody>
</table>
Point of View Madlib

[user] needs to [user’s need] because [insight].
An adult person who lives in the city... needs access to a shared car 1-4 times for 10-60 minutes per week... because he would rather share a car with more people as this is cheaper, more environmentally friendly, however it should still be easy for more people to share.
Mental Health in Young People....

Describe our USER
Define the NEED
Apply the INSIGHT
The Plastic Catastrophe....

Describe our USER
Define the NEED
Apply the INSIGHT
Finding a Great Night Out....

Describe our USER
Define the NEED
Apply the INSIGHT
Exercise time!

... Now over to you! In groups, take 10 minutes to consider an issue or challenge you empathise with, and produce your own point of view statement.
Define

ONE WAY
“Teenage girls need… to eat nutritious food… in order to thrive and grow in a healthy way.“

**How Might We...**

...make healthy eating appealing to young females?
...inspire teenage girls towards healthier eating options?
...make healthy eating something, which teenage girls aspire towards?
...make nutritious food more affordable?
Exercise time!

... Now over to you! In groups, take 10 minutes to define your HOW MIGHT WE statement.
Brainstorming
Braindumping
Brainwriting
Brainwalking

Worst Possible Idea
Challenging
Assumptions
Mindmapping
Sketching
Sketchstorming

Storyboarding
SCAMPER
Bodystorming
Analogies

Provocation
Movement
Cheatstorm
Crowdstorming
Creative Pause
It's not about coming up with the ‘right’ idea, it’s about generating the broadest range of possibilities.”

- d.school, An Introduction to Design Thinking
Exercise time!

... 5 minutes to save the world
Design Thinking: A 5-Stage Process

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test
Values and Impact
Next steps...

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**Wednesday October 31st:** Building your founding team  
**Wednesday November 7th:** Telling your story - building a narrative

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Thank you.