

WELFARE

Open Educational Resource

Module 4 : Guideline to Ideation and prototyping



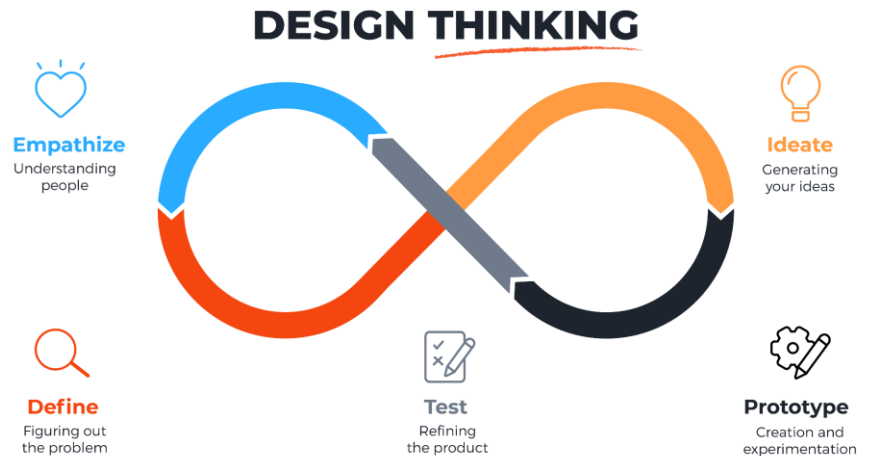
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1. Introduction

In this module groups will continue to use the Design thinking approach to develop solutions to the problem statement and based on the insights and information they obtained in the empathy and define stage, reviewing the results of interviews with users and building upon their problem statement.

Participants will work in groups on the 3rd and 4th stage of Design thinking, ideate and prototype. The ideation and prototyping stages can be implemented in following steps and rules:



- ✓ Brainstorming, aim for quantity? refrain from judgment, there are no stupid or unrealistic ideas, “quantity breeds quality” sorting process comes later. Encourage weird ideas and participants to build on other people's ideas.
- ✓ Selection process includes sorting of ideas and final selection of 1-2 ideas for each group’s community challenge.
- ✓ Developing ideas, innovate and prototype if possible. Develop a description and if possible build (using cardboard and other available building material) prototypes. If it is a service, demonstrate it using roleplay with classmates.
- ✓ Presentation of solutions and feedback from fellow participants and teachers, preferably community/stakeholder representatives if possible.

The final output from this module is a more finalized solution/product aimed at solving a specific societal challenge that can then be tested with potential users as homework.



2. Instruction

Participating teams work on their selected community challenges (based upon prior modules) to brainstorm and ideate on possible solutions to a community challenge. Teams create ideas using the third step of the Design Thinking process "Ideate" and the fourth step "Prototype" building on the problem statement and learning from the empathy stage. Following is a step by step guide:

Step 1 - Brainstorming ideas (30-40 minutes)

Groups will shortly discuss their problem definition and results from the empathy mapping, then brainstorm ideas for a solution to their societal challenge. *See reference material.*

One group member facilitates the discussion and starts with presenting/discussing the group challenge and problem statement. Group facilitator encourages everyone to participate and come up with weird, wacky and wild ideas.

Brainstorming, aim for quantity? Refrain from judgment, there are no stupid or unrealistic ideas, "quantity breeds quality" sorting process comes later. Encourage weird ideas and participants to build on other people's ideas.

Each group member presents their ideas for a solution that is written on a blank piece of paper, members can come up with complementary ideas to the already presented ideas to the sheet if applicable. Groups continue until they have at least 3 ideas per group member.

Step 2 - Brainwriting (40 minutes)

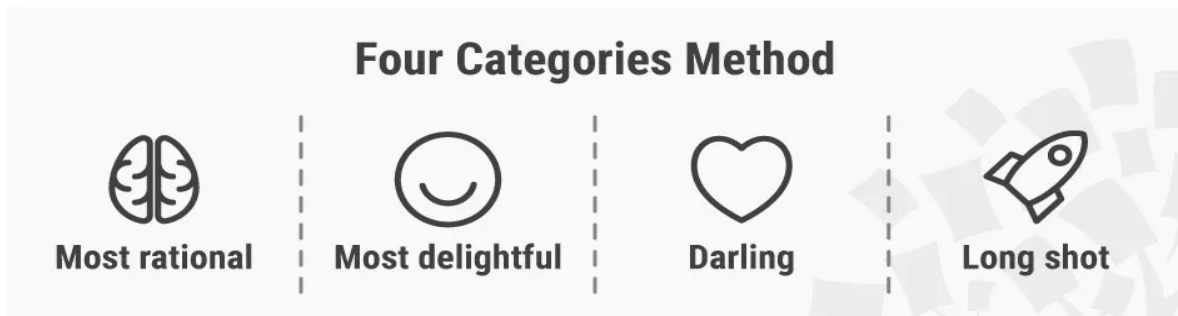
Groups categorize and merge similar ideas together and end up with one idea per group member. Ideas are again presented on one page allowing for additional comments and iterations, the group passes the ideas (silently) 2-3 circles around the table allowing all group members to review and develop the ideas.

Each group member presents the idea before him/her/it after.



Step 3 - Selection of ideas (30-40 minutes)

Groups can either reach consensus on what idea to pick or vote. Groups select 1-2 best ideas for each group to develop further into a prototype. It is possible to use the four categories method or bingo selection or a combination of both ([Interaction design](#)). See reference material.



Four categories method, find at least 1-2 ideas from the selection that fit each category.



The bingo selection means that you start to think what kind of prototype would be most appropriate for each of your ideas. Please consider all possibilities, you can use role play (service/experience prototype), wireframe (digital prototype) or cardboard boxes or other physical materials.

If you are not in agreement then voting can take place: Each participant then gets 5 votes to select the best idea and can use up to 3 votes for one idea but only 1 vote for an idea created by him/herself..



Step 4 - Prototyping solutions (40 minutes)

Groups do rapid prototyping for selected idea(s) using easy to access materials like paper, cardboards, role-play etc. You can also use templates and online [wireframe tools](#) (if you are designing an app or webpage. See *reference material*.

Groups work in 35 minutes on a prototype for 1-2 selected ideas and plan on how to disseminate or demonstrate the solution to a panel of community stakeholders and the class. Divide tasks among themselves.

Step 5 - Homework to test prototypes with users

The homework of this module is to test prototypes of 1-2 solutions with potential users, preferably those already interviewed in the empathize stage and gather their feedback to further develop or iterate them. See *reference material*.

Write down results and prepare a presentation of the solution. Groups answer a short questionnaire on the prototyping/interviews, deadline two days before next session.

3. References and further reading

- ✓ Aston, B. (2023). [10 Best Wireframing tools in 2023](#). The product manager.
- ✓ Babich, P. (2021). ["Top 4 Quick prototyping methods, that will help you validate your design ideas"](#). UX Planet.
- ✓ Boyle, B. (n.d.). ["7 simple rules of brainstorming"](#). IDEO, blog.
- ✓ Creatly. (2022). ["What is prototyping? Prototyping, types and process"](#). Creatly blogs, diagrams.
- ✓ Dam, R.F. & Siang, T.Y. (2022). [How to select the best idea by the end of an ideation session](#). Interaction design foundation.
- ✓ Dam, R.F. & Siang, T.Y. (2021). [What is ideation - and how to prepare for an ideation session](#). Interaction design foundation.
- ✓ Flip. (n.d.). [Brainwriting](#). Verrocchio Institute for Innovation Competence
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