

## Phase 3 Ideation

### Part 1: Generate ideas and potential solutions

The third phase in the Design Thinking process consists of ideation—coming up with ideas and potential solutions to solve the user’s problem.

In order to get to results in this phase as a group you can use the following steps:

#### Step 1 Worst Possible Idea

As a fun starter but also to open up your mindset as much as possible you use the “worst possible idea” technique. As a group you spend around ten minutes coming up with “anti-solutions” to the problem they’re trying to solve. GO CRAZY!

#### Step 2 Coming Up with Solutions

Having explored the opposite of what would be helpful to the user, it should now be easier to find potential solutions. Spend another ten minutes brainstorming as many ideas as possible. You can use words or sketches. Use one of the tools you find in the map ‘I Living Lab Preparation’/click on the link ‘Learners Camp’/Open the folder ‘Tools for Project Management’. You can also do the first part in pairs and bring all the ideas together later on.

#### Step 3 Categorising ideas and getting feedback

This step is all about gathering useful feedback: Are the ideas good? Why, or why not?

Categorising your ideas from the brainstorm using the Four categories Method



#### Step 4 Refining your solution

Incorporating what you learned about the user in the empathy phase it’s time for you as Design Thinkers to pull everything into one single solution.

#### Step 5 Reflection and discussion

As a group, discuss what you’ve learned from the ideation phase so far.

#### Step 6 Link with Define Phase

Don’t forget to look back at the results of the Define phase. It is possible you have to make adjustments to those results in relation to the results you got from the Ideation Phase – IT’S ALL CONNECTED!!