Section 2: Project Ideation

October 9th, 2015
Project Groups - 10:30

Social Re-Connection:
- Quynh-Nhu Huynh
- Jingyi Lu
- Yunyi Song
- Yixun Zhang

Writing:
- Andrew Butler
- Greg Kim
- Alexa McLaughlin
- Jeannette Yu

Trash Tracking:
- Jessica Bau
- Jenny Kang
- Jessica Tsang
Project Groups - 11:30

Low-Burden Food Journal:  
- Patrick Liang  
- Tadrill Perry  
- Amy Wang  
- Shiying Xu

Time Balance:  
- Ryan Parsons  
- Chad Price  
- Jia Reese  
- Alex Vassallo

Phone Too Much:  
- Sierra Anderson  
- Shane Miller  
- Scott Strong
Project Groups - 1:30

Cleaning & IoT:
- Doaa Alsharif
- Siddhartha Gorti
- Yoanna Dosouto Guerra
- Andrew Tat

Sit Less:
- Keting Cen
- Geoffrey Liu
- Artem Minyaylov
- Adrian Sham

Conscious Fashion:
- Juan Cai
- Sijin Chen
- Kai-Ting Huang
- Rushabh Mehta
Project Groups - 2:30

Bullying:
- Chia Chung
- Kyle Freed
- Ji Yim

Outdoor Time:
- Seewan Kim
- Jennifer Niederlaender
- Max Schreiber
- Jeannette Daum

Political Pipeline:
- Janet Gao
- Kim Le
- Kiyana Salkeld
- Ian Turner
Project Groups

Sit with your project groups!

Get to know each other briefly:

- Who are you? What is your background?
- Fun fact?
- What are your strengths?
- What do you hope to improve on through this class/project?

Discuss Group Logistics - *When are you meeting?*
Defining Ideation

“Ideation is the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic element of thought that can be either visual, concrete, or abstract. Ideation comprises all stages of a thought cycle, from innovation, to development, to actualization.”

-Via Wikipedia
Project Ideation

Fold your paper in 32 squares again...

Fill the squares with 5 - 10 sketches/short concept statements for each of the following:

- **Data** (*What you track*)
- **Tasks** (*What people will accomplish w/ the design*)
- **Form Factors** (*Physical embodiment of the design*)
- **Features** (*Capabilities of the design*)

5 minutes each!
Question:

Given this brainstorm, are we ready to start developing a design?
NO!

This ideation has given us some ideas to start with, but we don’t have enough context to develop a good design.

This is the purpose of Contextual Inquiry
Project Ideation. Step 2

Given your ideas for data, tasks, features, and form factors, now consider the questions:

- Who do we need to talk to?
- What do you want/need to see?

These questions will help inform our CI’s
What’s Next?

Continue your ideation outside of class. Use your ideation to determine the requirements of your contextual inquiry:

- Who do we need to talk to?
- What do we need to see?