

# Teams: Morning Section

- Running with Friends
  - Heidi So, Erica Putsche, Jin-Li Chang, Linsen Wu
- Tracking Mood
  - Mallika Mathur, John Allen, Viktor Farkas, Lauren Rakusin
- Distraction Tracking
  - Angel Suhardi, Graeme Britz, Max-Ferdinand Suffel, Jackie Chui, Bryan Djunaedi
- Subscription Management
  - Si Liu, Jennifer Kang, Vivian Lu, Lewis Lee
- Household Grocery Coordination
  - Antonio Diaz, Hieu Le, Peter Hu, Grant Azure

# Teams: Afternoon Section

- **Joint Pain and Activity Tracking**
  - Daniel Luna, Mackenzie Miller, Saloni Parikh, Benjamin Tebbs
- **Noise Exposure**
  - Grant Neubauer, Luyi Lu, Garrick Li, Christopher Jung
- **Discretionary Spending**
  - Andrea Martin, Elise Neroutsos, Wanlin Li, Acacio Domar
- **Water and Dehydration**
  - Xinyan Fan, Tsunch-Chi Huang, Zhe Zhang, Ye Liu
- **Tracking an Individual Education Plan**
  - Jessica Wong, Sam Felker, Kristen Olson, Monique Franklin

# Proposal Grading Criteria (out of 10)

- Problem and Motivation:
  - 1 point for identifying a problem in the status quo
  - 2 points for providing reasons why that problem is a problem
  - 3 points for providing additional analysis on that problem (statistics, making the problem concrete)
- Analysis of Problem:
  - 1 point for any analysis
  - 2 points for providing analysis on two aspects of how it is handled in the status quo
  - 3 points for analyzing three ways on how it is handled in the status quo or two ways plus an idea of how status quo could be improved
- Novelty and Creativity:
  - 1 point for having an idea
  - 2 points for having an idea which was novel or was a unique twist
- Report Clarity and Presentation:
  - 1 point for having a readable report
  - 2 points for turning in a report with something beyond text which added to (and did not detract from) the presentation



# Project ideation

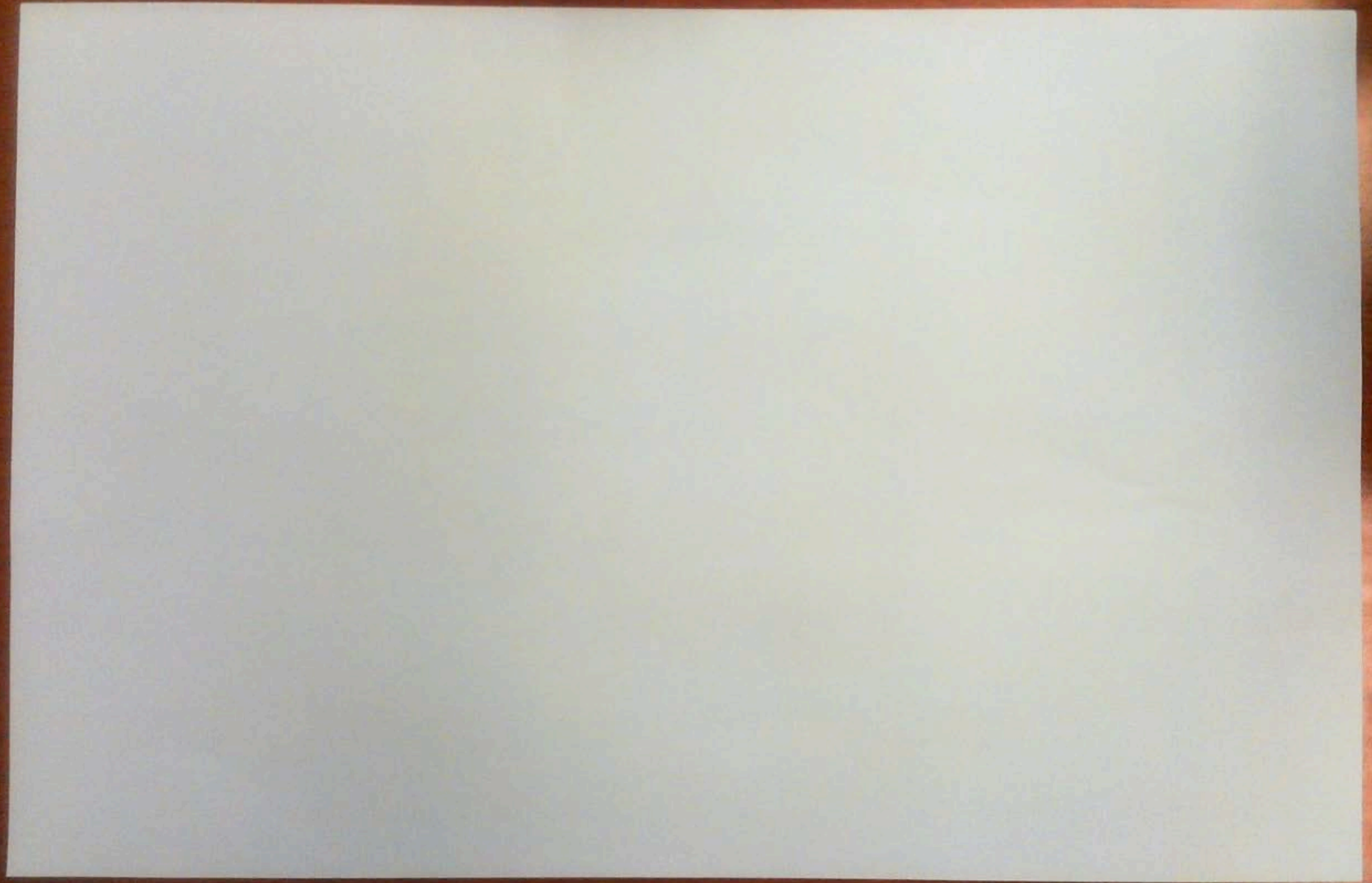
Close your laptops

Next 35 min: In your teams, brainstorm project ideas

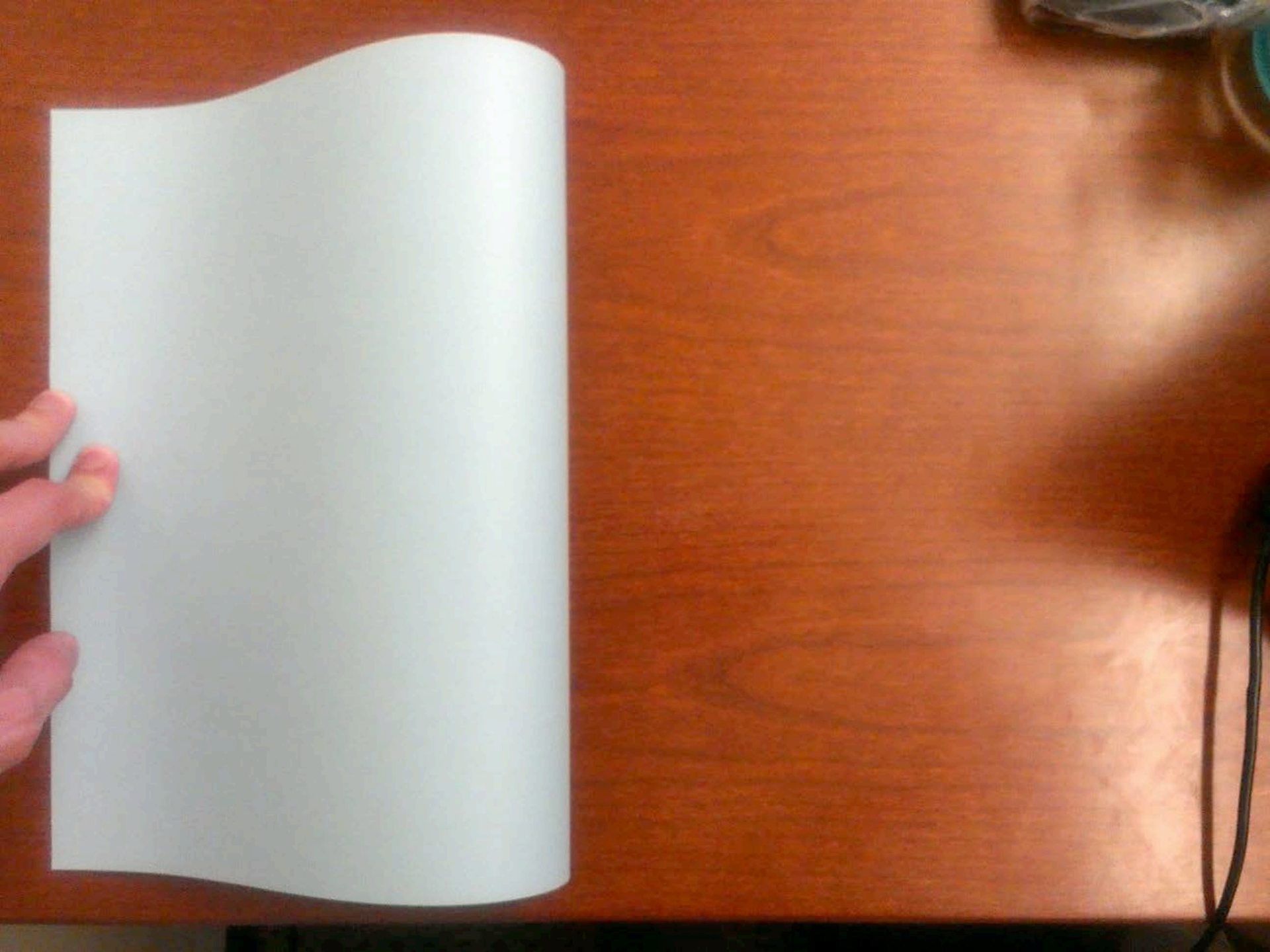
At the end of class: take a step back in your groups to discuss which ideas have the most promise.

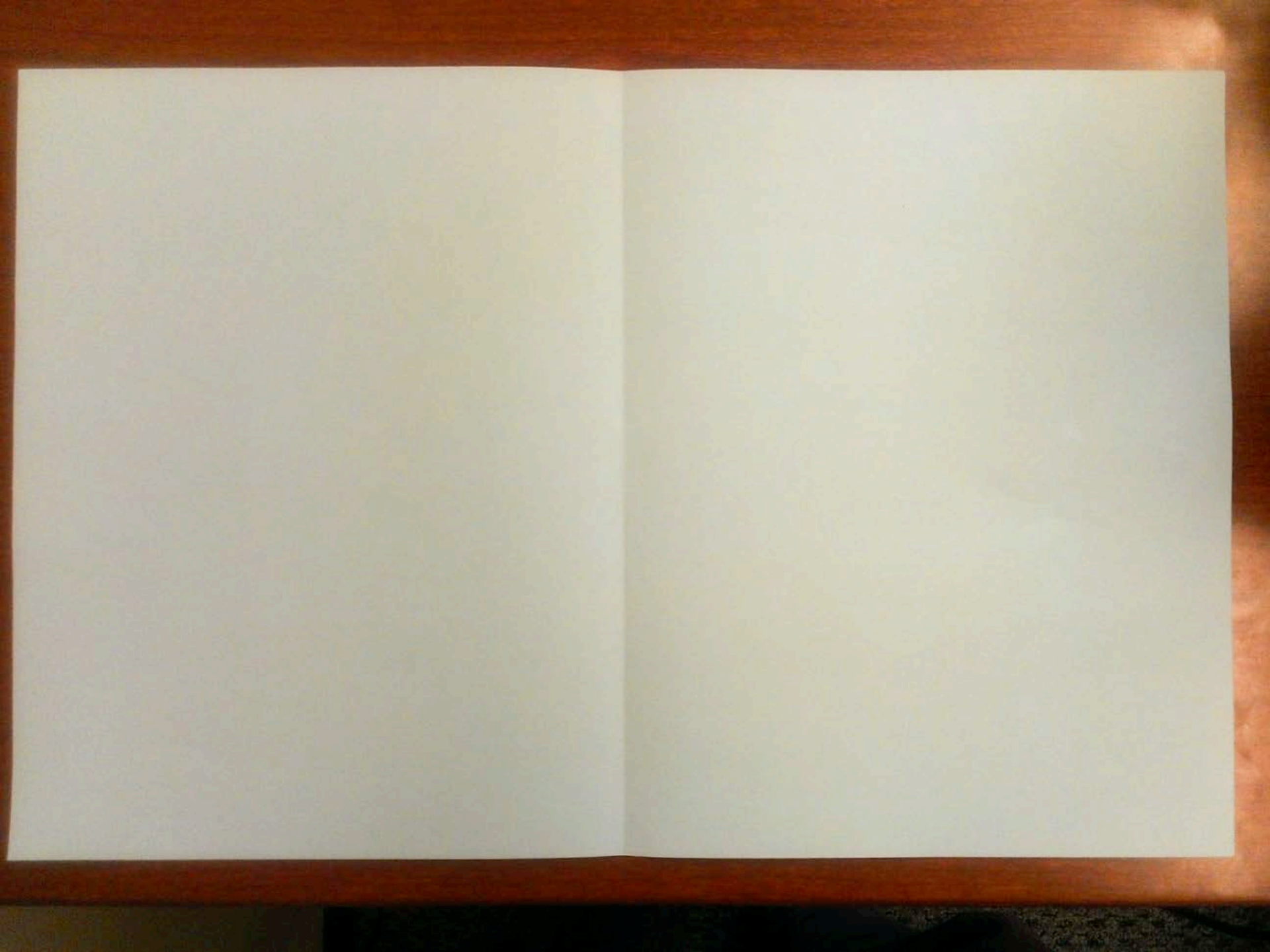
# Project ideation

- Divide paper into 32 rectangles (8x4)
- Generate 64 ideas
  - tasks
  - features (“it would be awesome if...”)
  - problems
  - interactions (how a feature works)
- Quick sketch / doodle / one-sentence description

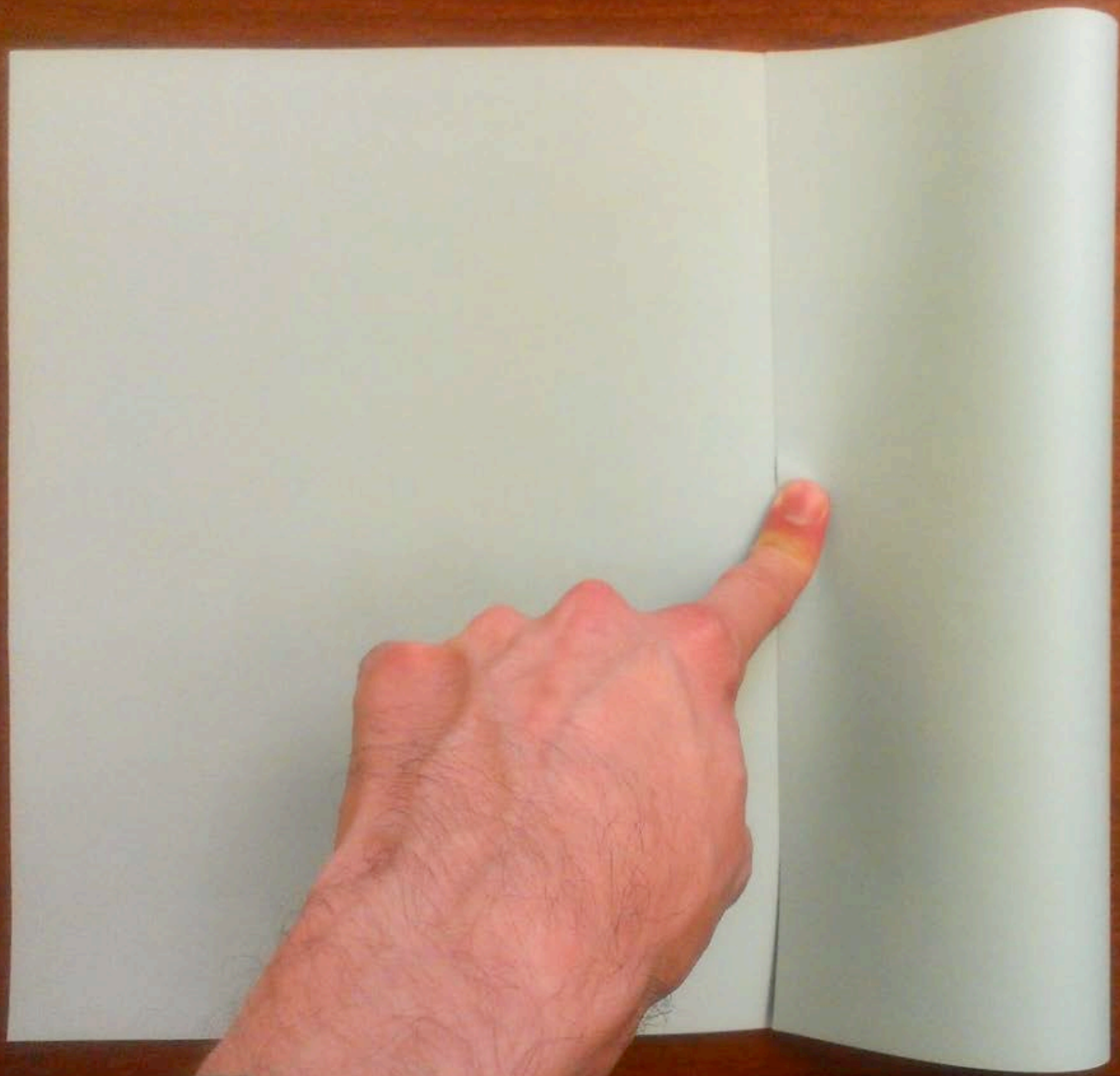


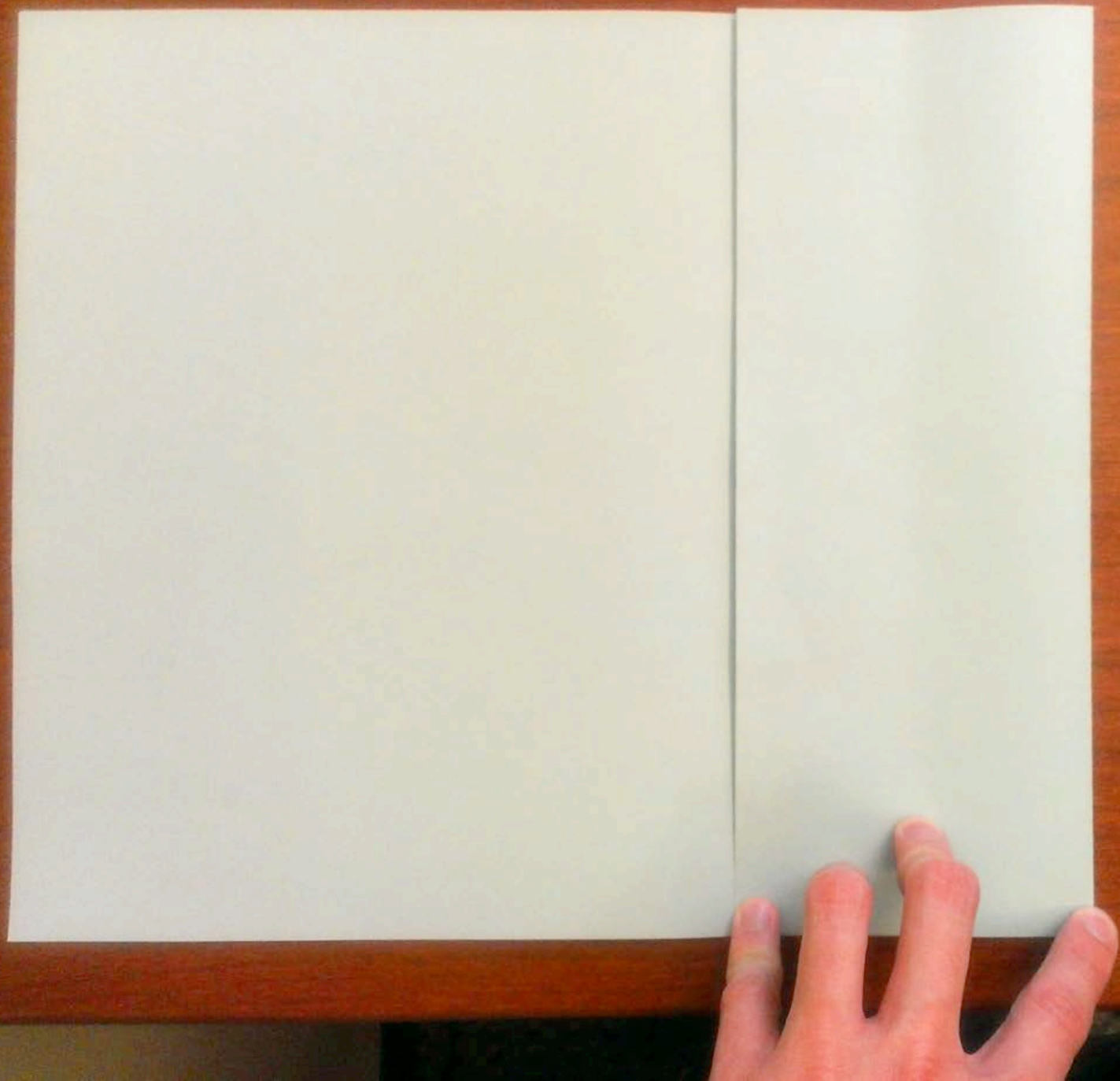




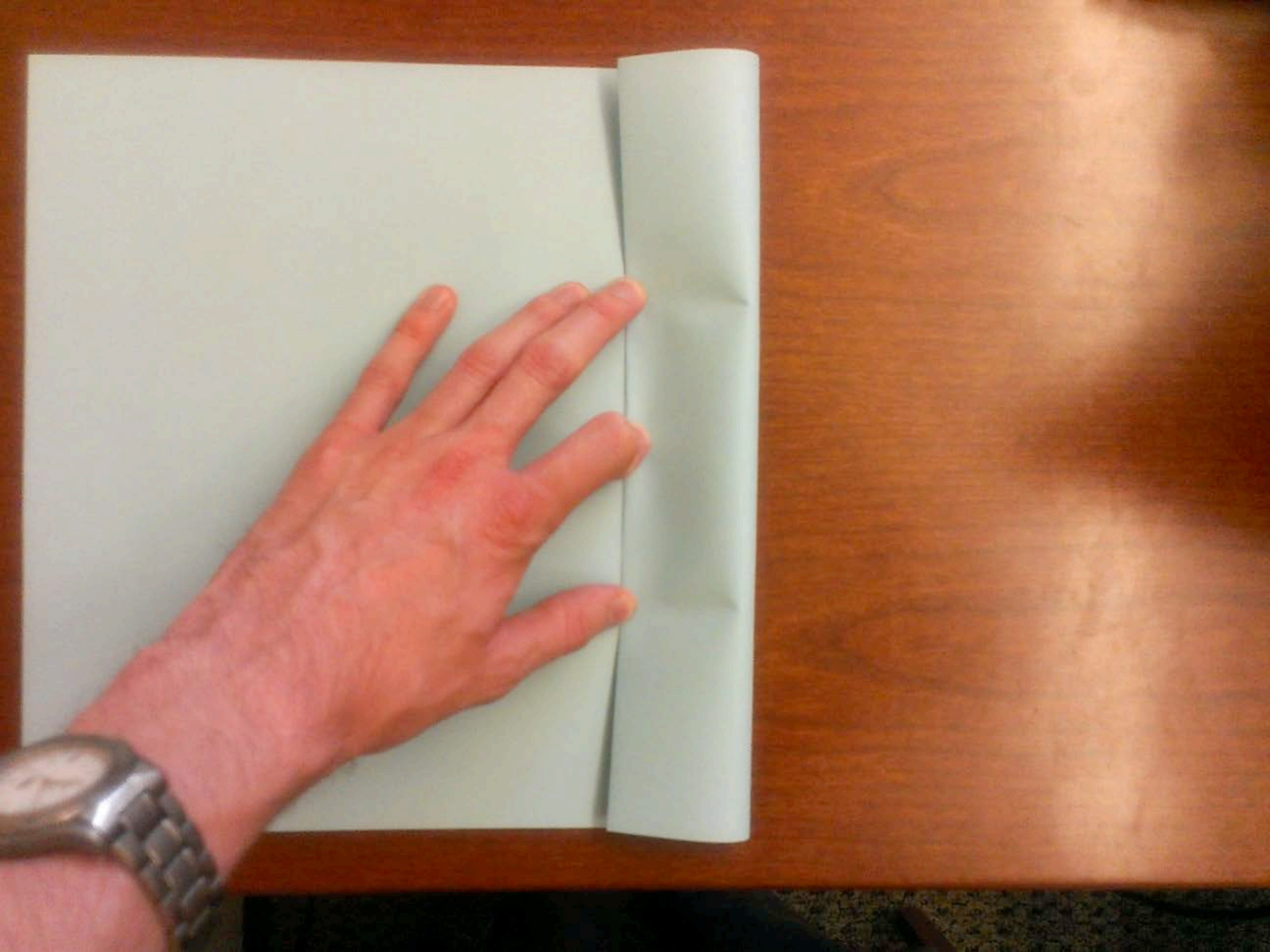


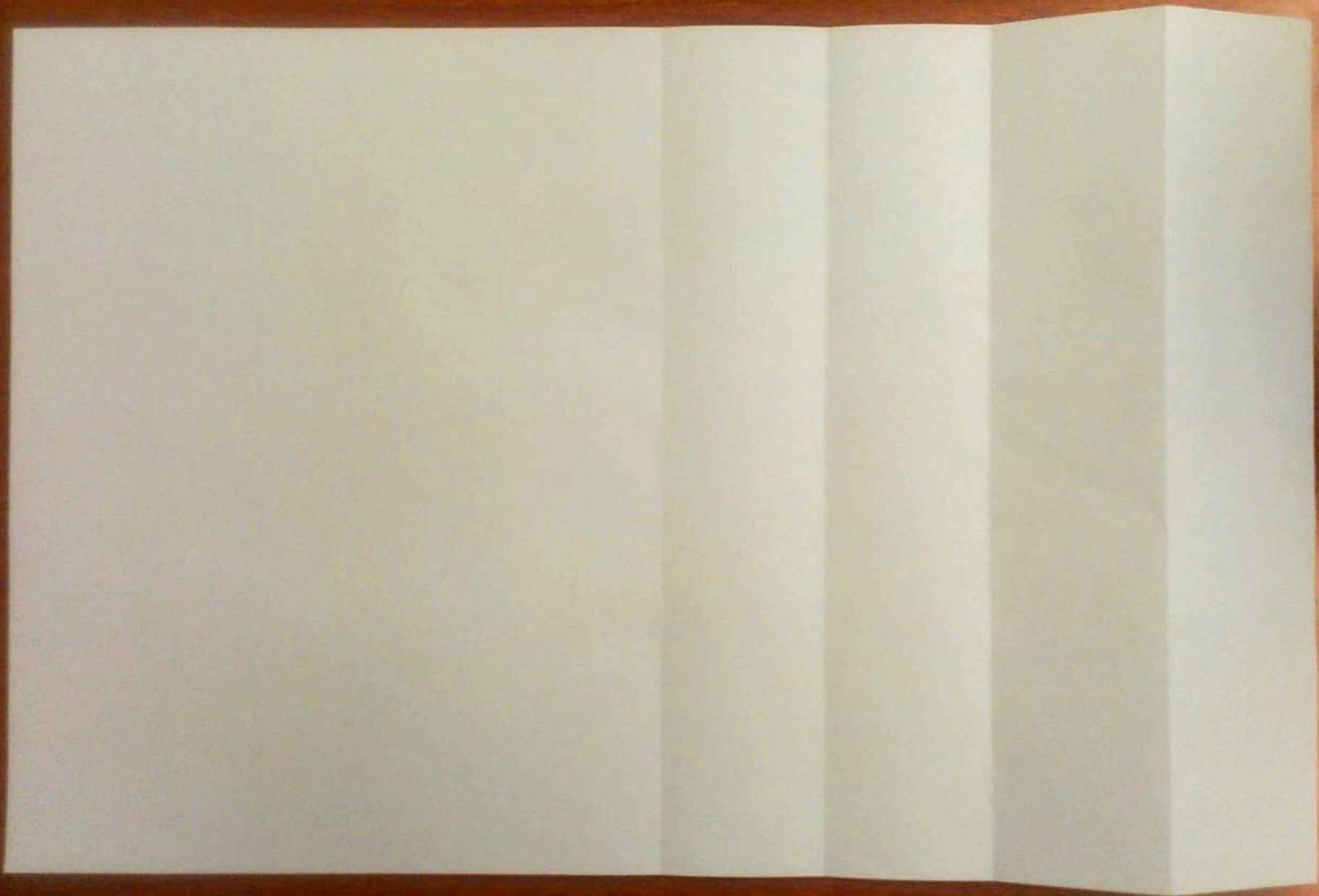


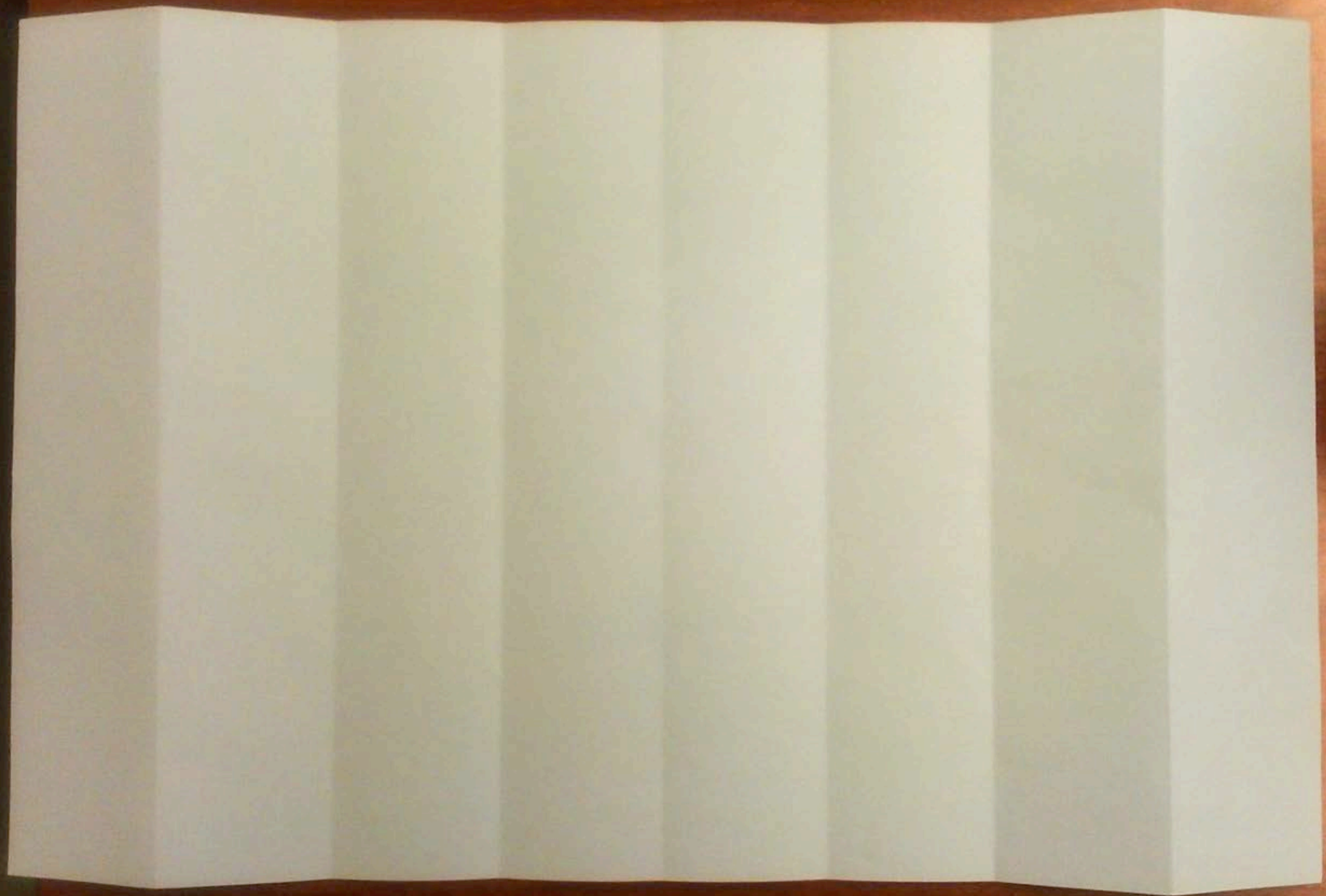






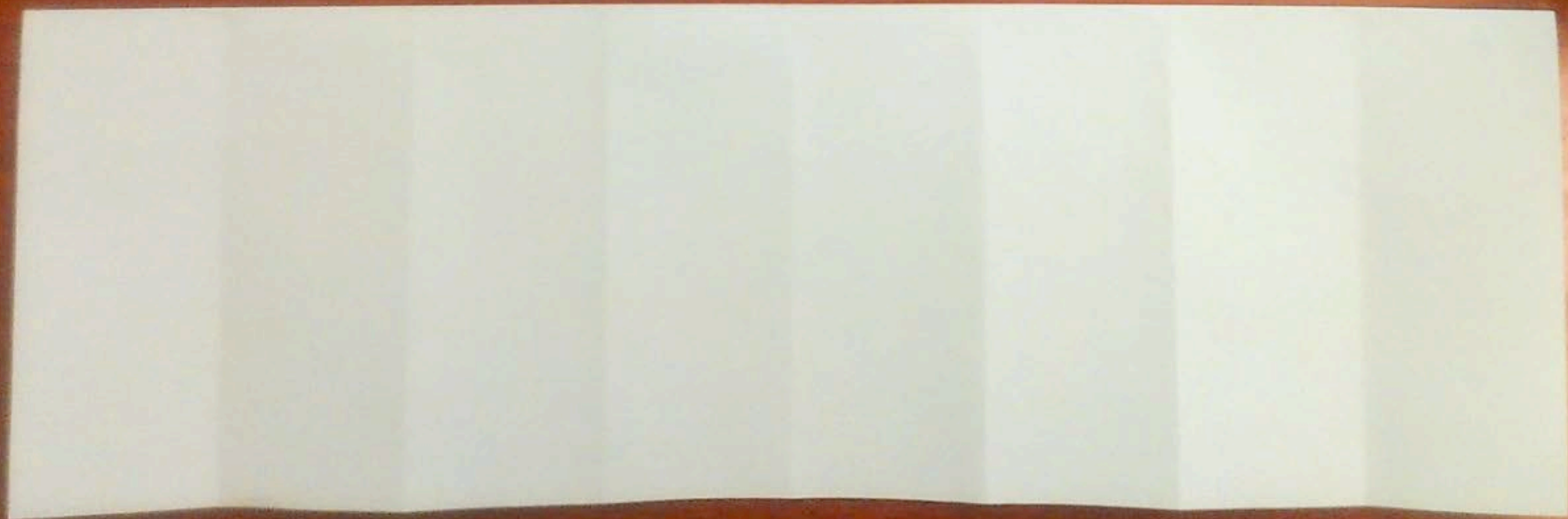






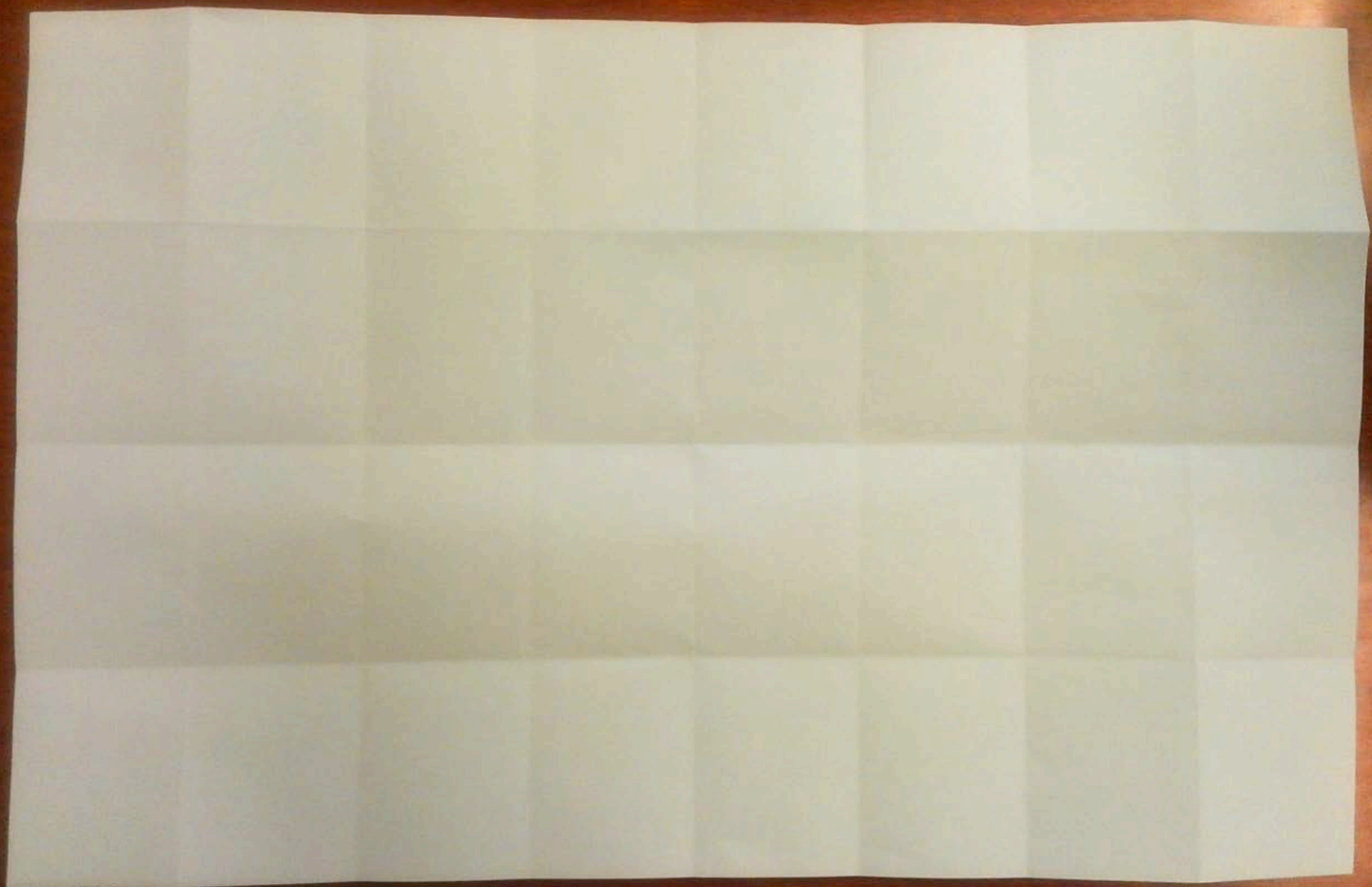












# Why brainstorm this way?

Your first idea is **not** your best idea

Don't waste time hill-climbing in local maxima:  
explore!

Don't reject ideas out of hand (that weird/crazy/  
infeasible idea might spark something great!)



# Ideation ground rules

Defer judgment

Encourage wild ideas

Build on the ideas of others

Stay focused on the topic

One conversation at a time

Be visual

Go for quantity

(From IDEO: <https://openideo.com/blog/seven-tips-on-better-brainstorming>)