

# 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
- Shiyong 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

## Political Pipeline:

- Janet Gao
- Kim Le
- Kiyana Salkeld
- Ian Turner

## Outdoor Time:

- Seewan Kim
- Jennifer Niederlaender
- Max Schreiber
- Jeannette Daum

# 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?