

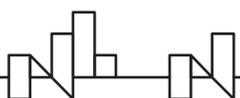
Summary and Objective

How to run an effective ideation session

A good ideation session is hard work! It is a structured process of guiding the right people through a number of carefully designed exercises to come up with a wide range of innovative ideas. There are several things to consider when holding an ideation session. The participants, the location, your problem statement, and the ideation techniques used will all have a significant impact on how the session plays out. This module covers best practices and offers a range of ideas for you to consider

Session Objective

You will gain confidence in being able to run effective, well structured ideation sessions which will enable you to generate a wide range of ideas for particular problems/challenges that you are looking to address



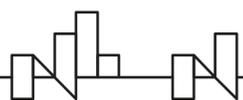
How to Run an Effective Ideation Session



What do we mean by ideation?

Ideation

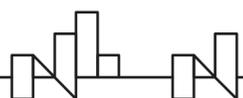
- Ideation is the process of generating a broad set of ideas on a given topic, with no attempt to judge or evaluate them
- It's a fantastic opportunity to explore a wide and broad range of ideas, from big to small
- Ideation is the 3rd phase of the Design Thinking process, but the technique is useful to master as everyone can benefit from it
- Ideation naturally encourages collaboration and all teams can benefit from the exercise



An ideation session

What is an ideation session / workshop?

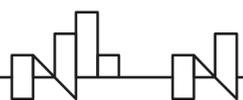
- A dedicated session in order to generate new ideas
- Typically takes place after carrying out user research and having defined a specific problem / challenge to focus on
- Use one or more ideation techniques to help you come up with a wide range of ideas – it's about quantity and volume vs. quality



Purpose

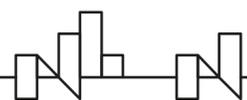
Why run one?

- Focused on coming up with a solution or solving a problem
- Leverages the diversity and experience of others which means you are likely to come up with and explore different ideas
- To help focus on generating a lot of ideas, it's important to generate an environment where people feel free and open to express anything. This encourages freedom and creativity



Key steps for designing an effective ideation session

1. Have the right people
2. Designate a set facilitator
3. Select the right location
4. Have problem statement(s) ready
5. Have a good ice breaker ready
6. Choose ideation techniques



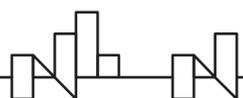
Key steps for designing an effective ideation session

1. Have the right people

- Effective ideation requires creating a diverse mix of people as this creates a diverse mix of perspectives.
- Consider participants with different roles and skill-sets and those who understand the target users
- Also consider the number of participants, around 8-10 is typically optimal

2. Designate a set facilitator

- A facilitator ensures that the session runs smoothly and keeps things on track, including setting the right tone. A good facilitator will:
 - Have a brief opening statement
 - Clear on the agenda - intro (2min), icebreaker (5 min), problem / challenge framing (5 min) ideation technique (10 min), ideation technique 2 (10 min), etc.
 - Keep track of time
 - Make notes and capture ideas



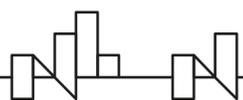
Key steps for designing an effective ideation session

3. Select the right location

- It's best to introduce new stimuli and have participants moved away from their usual environments
- Participants should feel comfortable and at ease
- Consider bringing along things e.g., props which could provide inspiration for the session

4. Have problem statement(s) ready

- Prepare a set of “How Might We” questions
- The goal is to provide a wide set of ideas, quantity over quality, but you still need to provide a useful guidelines / guiderails to provide some focus
- A problem statement outlines a problem and challenge you are looking to solve
- Ahead of an ideation session, prepare a list of “How Might We” questions for a problem statement you are looking to address. These questions should be specific enough to help guide the ideation session but broad enough to allow creativity



Key steps for designing an effective ideation session

3. Have a good icebreaker ready

- The participants should feel relaxed and comfortable. You can put participants at ease by starting off with an icebreaker. Simple and effective icebreakers include:
- Describe your mood in 1 word, two truths and lie, a quick game such as charades
- You can be creative, just consider who the participants are and what they will be comfortable with

4. Choose ideation techniques

- Consider using ideation techniques appropriate for the problem and session participants
- Crazy 8 is a great generic technique where participants are given 8 minutes to produce 8 ideas
- Creative matrix, round robin and alternative worlds are other useful methods to consider

