Innovation Workshop Series

Presented by
Ideation and
Getting Started
How to Generate Ideas
What is Ideation
Ideate is the mode of your design process in which you aim to generate radical design alternatives.

- Stanford Design School
30 Circles

- Make a recognizable item (ball, sun, planet)
- 2 mins
- It is OK to draw outside circle
Results
Rules to Ideation

1. Defer Judgement
2. Quantity over Quality
3. Wild Ideas
4. Build on Ideas
5. Stay Focused
6. One Conversation at a Time
7. Just Main Point
8. Be visual
Tools for Ideation
Ask Questions
Make Observations
Experiment
Network with people with different skill sets
Innovate the Dishwasher
Now what?
Google Test

- You have to google it fairly extensively and get a feel for what is out there.

- (“There is no such thing as a new idea.” Tom Peterson)
SNIFF

- S: Strategy. (Business model?)
- N: Need. (Pain?)
- I: Impact. (Opportunity/market size)
- F: Feasibility. (Tech? Timeframe?)
- F: Feel. (Gut)

creativerealities.com (Jay Terwilliger)
NOMMAR

N: Need. (Someone will want it)

O: Options. (Technology?)

M: Market. (Opportunity size)

M: Model. (Numbers & Logic)

A: Approachable. (Realistic?)

R: Relevant. (Should we do it?)

creativerealities.com (Dr. Jay Paap)
SNIFF & NOMMAR

FIND AN IDEA TO WORK ON!

- On your own idea or find someone who has an idea you can work on.
- Choose either SNIFF or NOMMAR and begin evaluating your idea.
- Find out what information you need and how to get it.
- ASK QUESTIONS!
Share & Debrief

- WHO CAN SHARE THEIR SNIFF OR NOMMAD RESULTS? (2-3 people)