

IDEATION TECHNIQUES



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INTRODUCING THE APPS

Using three common ideation techniques, I came up with several ideas for improving upon each of the three featured apps below.



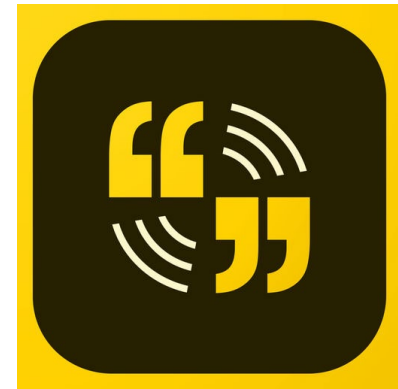
AGENDA

Date-based
notetaking



A COLOR STORY

Comprehensive
photo editing



SPARK

Quick & polished
presentations

TECHNIQUE ONE: BRAINDUMPING

Braindumping is an independent brainstorming strategy which encourages generation of ideas through stream of consciousness without judgment. Using post-it notes and a black sharpie, the aim is quantity of ideas over quality of ideas within a specified timeframe.

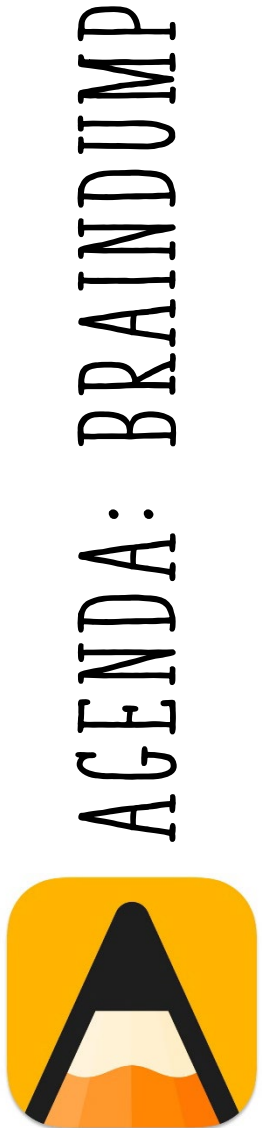
TECHNIQUE TWO: MINDMAPPING

Mindmapping is a way of visually organizing information to show relationships between different components. As an ideation strategy, Mindmapping can be useful in generating connected ideas that build off one another and create visual themes through your ideas.

TECHNIQUE THREE: SKETCHSTORMING

Sketchstorming relies on quick visualizations in an attempt to solve problems – it encourages exploration rather than commitment to concrete thought. Sketches are quick and plentiful, but include minimal detail to remain open to interpretation and branching of new ideas.

AGENDA POV 2: Users who use digital note-taking apps need the ability to insert images and draw with a stylus because notes often involve reference to visual explanations of content.



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Braindump: Agenda

Users who use digital note-taking apps need the ability to insert images and draw with a stylus because notes often involve reference to visual explanations of content.

Stylus double-click to add images	Calendar views: Weekly or Monthly	Ability to use Apple stylus but also other stylus	Use your fingers to draw	Easy methods for creating a series of visual notes
Adds a new keyboard with simple shapes	Ways to add emojis or basic symbols through dictation	Draw images right in notes using stylus	Ability to add images from a collection of basic shapes	Toggle options for notes that are typed, dictated, or drawn
Dictation enabled	Shape fill	Drawing with pencil feature	Images embedded, not as attachments	Sketchnotes mode
Color options for drawing	Rather than just inserting images one after the other, create a slideshow to click through multiple images within notes	Method for adding photos from your phone - taking notes but then also adding in pictures of what's happening	If you add a photo, enable annotation so you can draw on top of it	Ability to insert short videos or audio clips to notes
Eraser is needed	Annotate notes with drawings, circles and highlighting	Ability to add links to supplemental material	Date-based synchs with calendar	Easy creation of mindmaps or separate mindmapping mode
Consider shortcuts for adding arrows				
Double-click adds a star to denote important point				



SPARK: BRAINDUMP

SPARK POV 2: Users who need to create multimedia presentations of content need freedom and flexibility to extend time limits and customize transitions because restrictions can prohibit them from getting their entire point across.

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Remake of Braindump: Spark

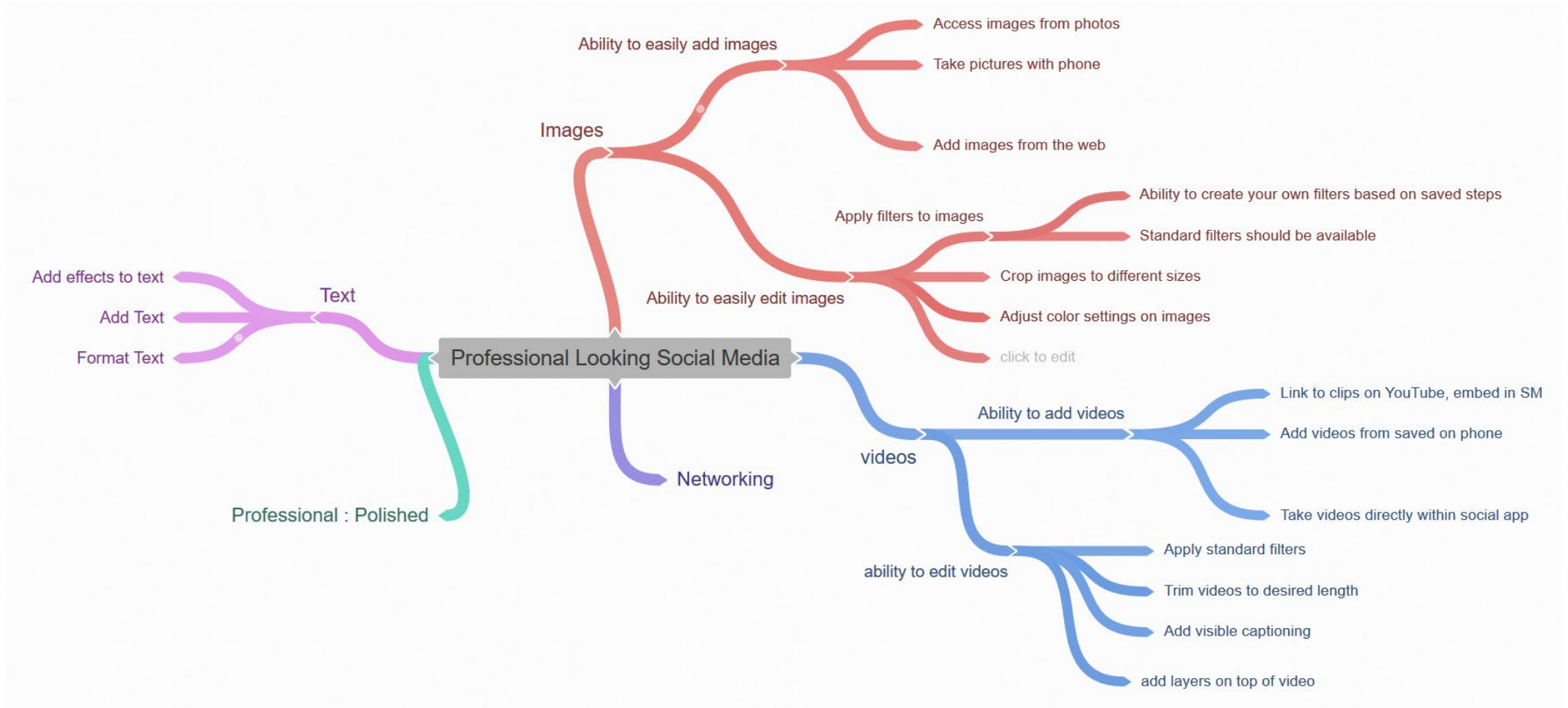
Users who need to create multimedia presentations of content need freedom and flexibility to extend time limits and customize transitions because restrictions can prohibit them from getting their entire point across.

Length of slide is fully editable, without limits	Ability to easily extend the time	App records until you stop speaking - then saves	Add full customization to slides	Fade in and out music, using finger to swipe volume
Transitions fully customizable	Record individual audio for each slide, then mash together	Create slides, then swipe through each one to add narration on iPhone	Enable users to create own templates, which can be reused	Allow users to type in script, then show like teleprompter on screen with slides
Option for no transitions between slides	Double click to move to next slide	Pinch with fingers to expand time	Have app provide advice on when to slow down speaking and when to speed up	Make it easy for multiple people to add audio to slides
Make recommendations based on length, but do not restrict	Use red, yellow, green to indicate ideal length	Ability to trim beginning and ending of audio		

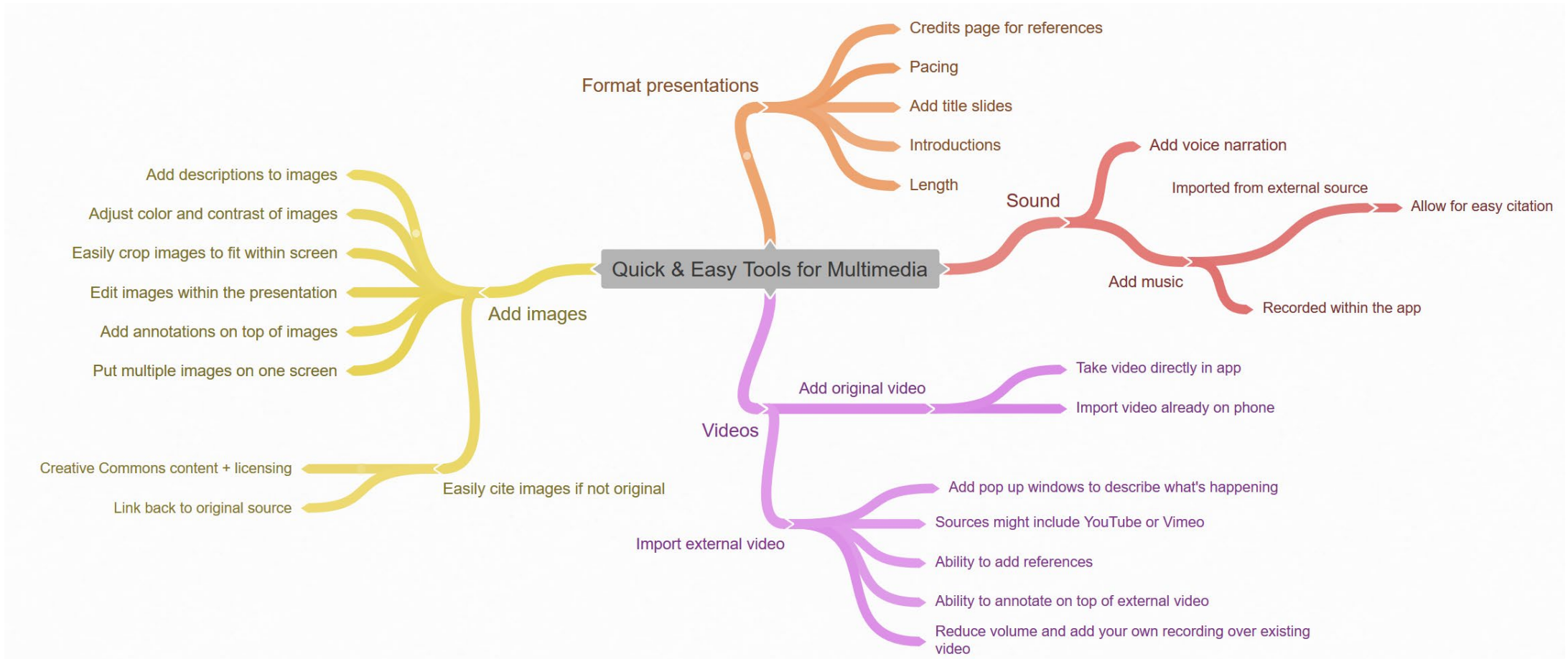


ACS: MINDMAP

POV 1: Users who want to maintain a professional looking social media accounts need access to filters and the ability to save editing steps because those tools help to create consistency amongst a variety of images.



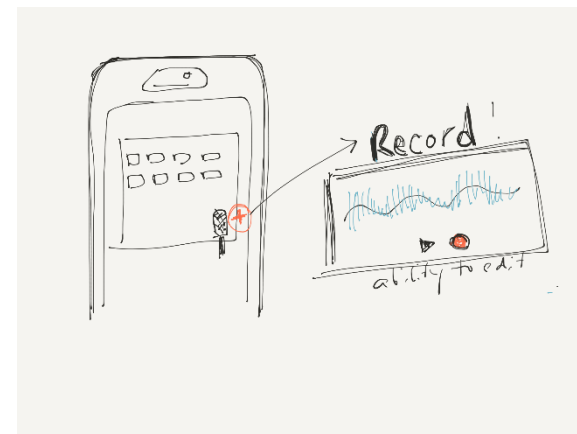
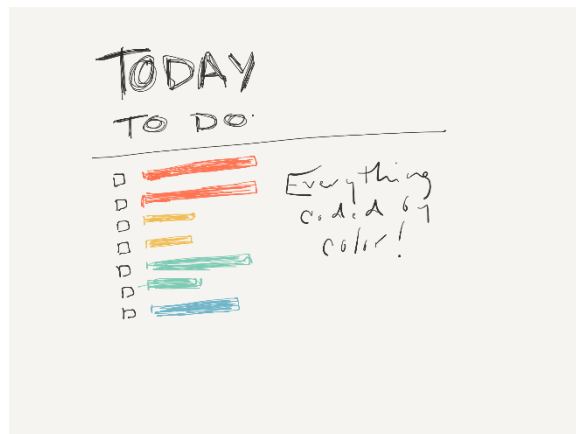
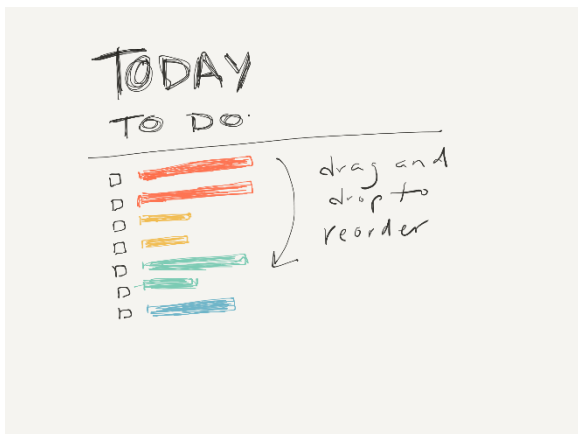
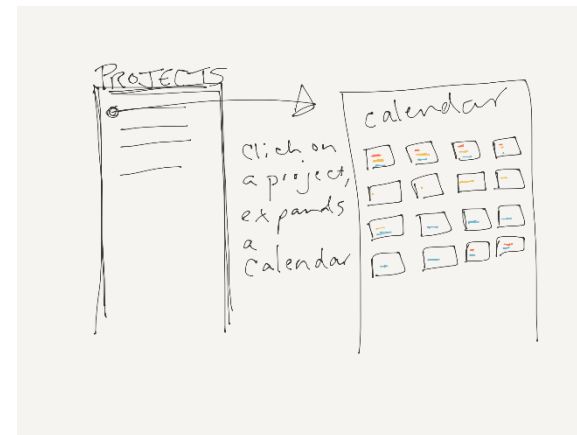
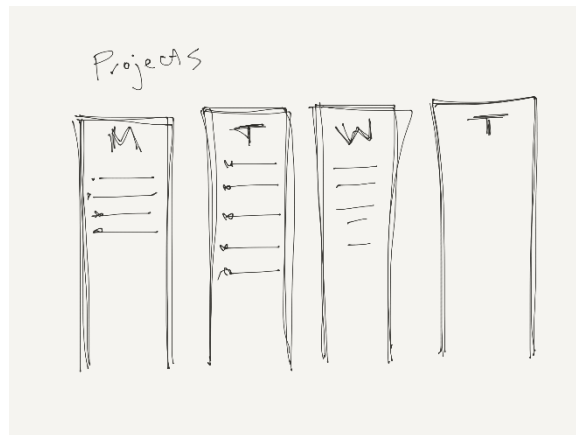
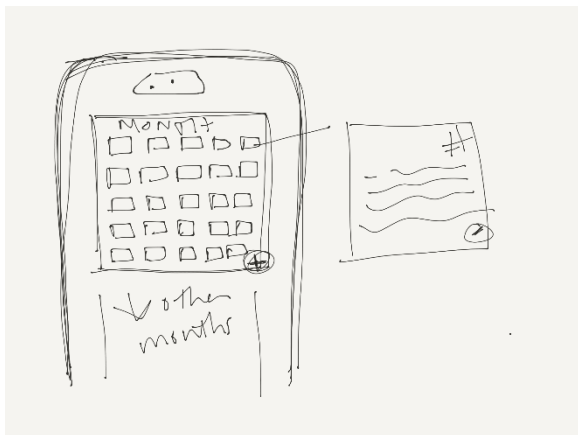
POV 1: Users who create digital content and presentations for online university work need quick and easy tools to assemble multimedia content because quality of presentation is often assessed as much as knowledge of content in the online classroom.





AGENDA: SKETCHSTORM

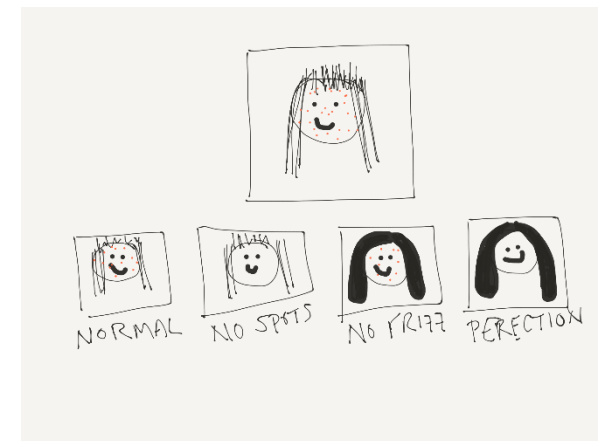
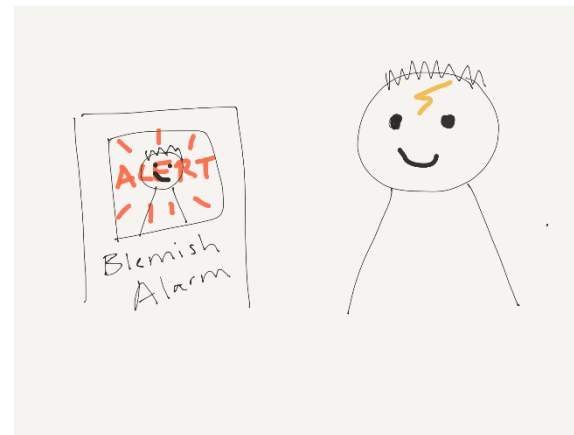
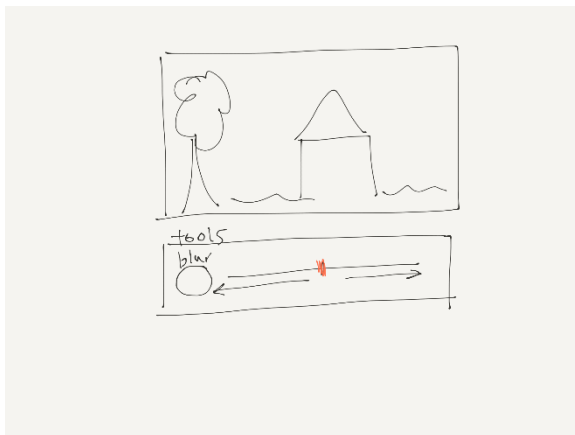
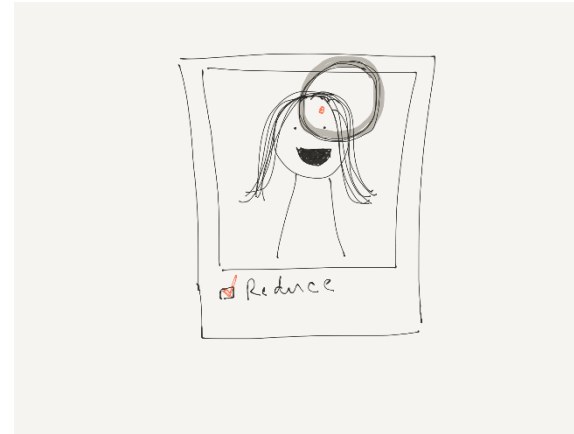
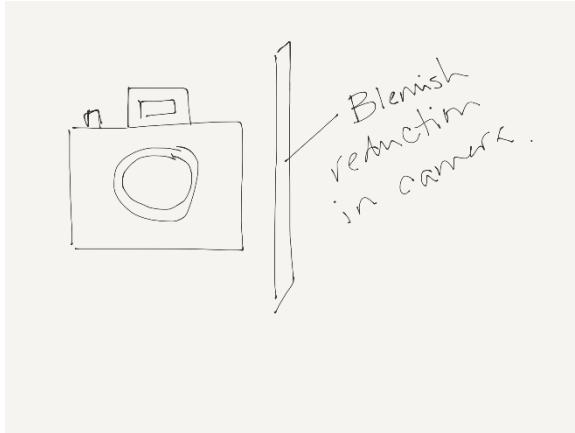
POV 1: Users who need to manage multiple tasks and projects need a date-based note-taking app because it helps with managing workflow and adhering to deadlines.





ACS: SKETCHSTORM

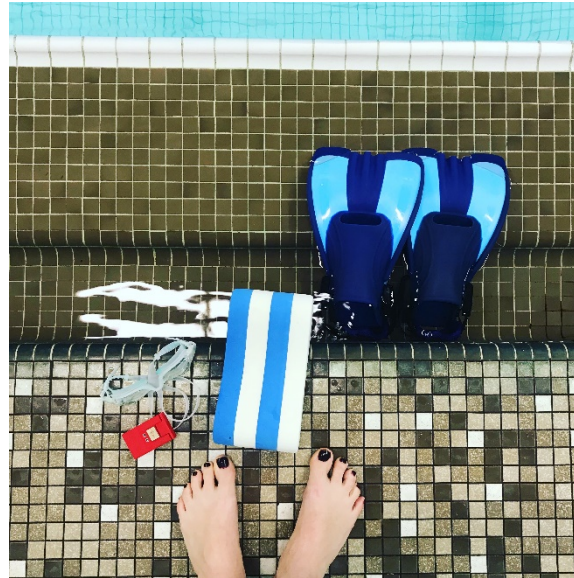
POV 2: Users who take portrait photos on their phones need blemish editing and controlled blurring tools because they improve the overall quality of digital images.



TECHNIQUE FOUR:

THE CREATIVE PAUSE

The Creative Pause is a difficult technique to capture on paper, because it requires you to step away from the process of recording your ideas, and rather occupy the space inside your head to allow ideas to percolate. I find this to be an incredibly effective way to solve problems – but it's difficult to represent here. There are two primary ways I engage in creative pauses – and after engaging in each I often come away with incredible insights and new ideas.



Lap Swimming



Fiber Arts

IDEAS WORTH PURSUING



Create multiple modes for entering notes: dictation, typing, or sketching



Once images are uploaded, ability to add text or layers on top of images



Import external video, but then mute audio and add your own narration

BEST TECHNIQUE

BRAINDUMPING USING THE ONLINE TOOL PADLET



The unstructured nature of braindumping provides me with the most flexibility in my thinking. Once I am forced to use sketching (which feels unnatural) or make connections (through mind maps), the imposed limitations reduce my ability to expand my thinking. I fall into a rut where I feel like there are right and wrong ways to respond. Braindumping, on the other hand, with its completely open structure enables me to generate the most diverse ideas because I can just throw things on the page without thinking – it allows me to tap into a flow state and unearth my subconscious in a way the others cannot.