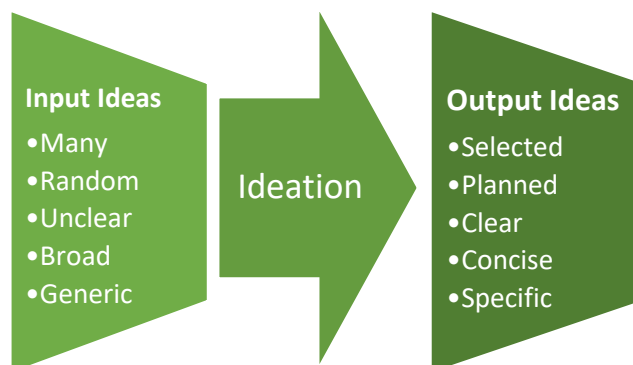# IDEATION

Ideation is the process where you generate, develop and communicate ideas and solutions through interactive sessions, example - prototyping, brainstorming, etc. Ideation is a vital part of design thinking process.

The process:

Stimulate students to start thinking over a problem statement. Once the students become responsive and start sharing ideas, ask them to concentrate on, and identify one problem statement - any problem/issue that they would like to work on. Their goals are to identify a problem statement - look for probable solutions. There are no bad or good ideas, there should be no discouragement or analysis at this stage. In fact, importance is attached to the quantity of ideas and not quality.

Ideas may be blended to create a single great idea.

Input Ideas
• Many
• Random
• Unclear
• Broad
• Generic

Ideation

Output Ideas
• Selected
• Planned
• Clear
• Concise
• Specific

For ATLs and tinkering - Ideation is a vital step towards tinkering. This is the step where a student will/should start thinking - about a new idea, a new concept, or a new solution to an existing or new problem. Use techniques like brainstorming (open, round-robin or anonymous), storyboarding, role-playing, reverse thinking, etc. to get the students to start thinking about ways to tackle problems, improve existing solutions & ideate in general. There are numerous techniques that can be used for ideating.

All mentors are expected to be aware of and translate the following to their audience:

- Create and share a defined problem statement to start the ideation process.
- Encourage open ended discussion and documentation of ideas discussed.
- Stay focused on the topic. Try to keep the discussion on target, otherwise you may diverge beyond the scope of what you're trying to design for.
- Defer judgement. You never know where a good idea is going to come from. The key is to make everyone feel like they can say the idea on their mind and allow others to build on it.
- Encourage wild ideas. Wild ideas can often give rise to creative leaps. When devising ideas that are wacky or out there, we tend to imagine what we want without the constraints of technology or materials.
- Build on the ideas of others. Being positive and building on the ideas of others take some skill. In conversation, we try to use "Yes, and..." instead of "but".
- One conversation at a time. Your team is far more likely to build on an idea and make a creative leap if everyone is paying full attention.
- 'Step in their shoes' i.e. empathize with our target user and implant the same approach to the audience.
- Although many people might have experienced a "brainstorming" session before, it is not easy to facilitate a truly fruitful ideation session.
- Ideation looks like all fun and no work and can lack focus. Mentors need to take note of this.
- Recognize and gratify good ideas from audience.
- Get visual – use papers, colours, post-its, stationeries and encourage drawing and writing.
- Create an idea-board / storyboard.
- Do not just discard your gut feeling. Exercise SWOT analysis.
- Go for quantity. Aim for as many new ideas as possible. In a good session, up to 100 ideas are generated in 60 minutes. Crank the ideas out quickly and build on the best ones.
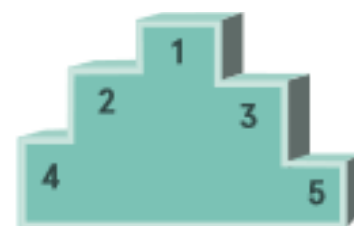
References:

The following is a non-exhaustive and suggestive list of resources on the concept of ideation:

Resource Description	
Ideation – Wikipedia	[Link](#)
18 Idea Generation Techniques	[Link](#)
Introduction to Essential Ideation Techniques	[Link](#)
Solving problems through ideation in IBM Design Thinking	[Link](#)
IDEO: Brainstorming and Other Ideation Techniques	[Link](#)
Six Creative Ways to Brainstorm Ideas	[Link](#)
Brainstorming Rules	[Link](#)

Note:
1. Mentors are recommended to build their content and not plagiarize and then deliver to their audience in the ATLs.
2. Mentors are encouraged to explore resources and share critical observations within communities and with AIM.
3. Please note that these are third party links and AIM or NITI Aayog does not endorse any person(s) or organization(s) mentioned on or related to these links.
4. The opinions and views expressed by the mentors during their interaction are of their own and do not necessarily reflect the views of AIM or NITI Aayog.
5. Mentors are aware that the engagement with the ATLs is treated as a community service and there shall be no financial transactions between any stakeholder and mentor for any official ATL related activity.