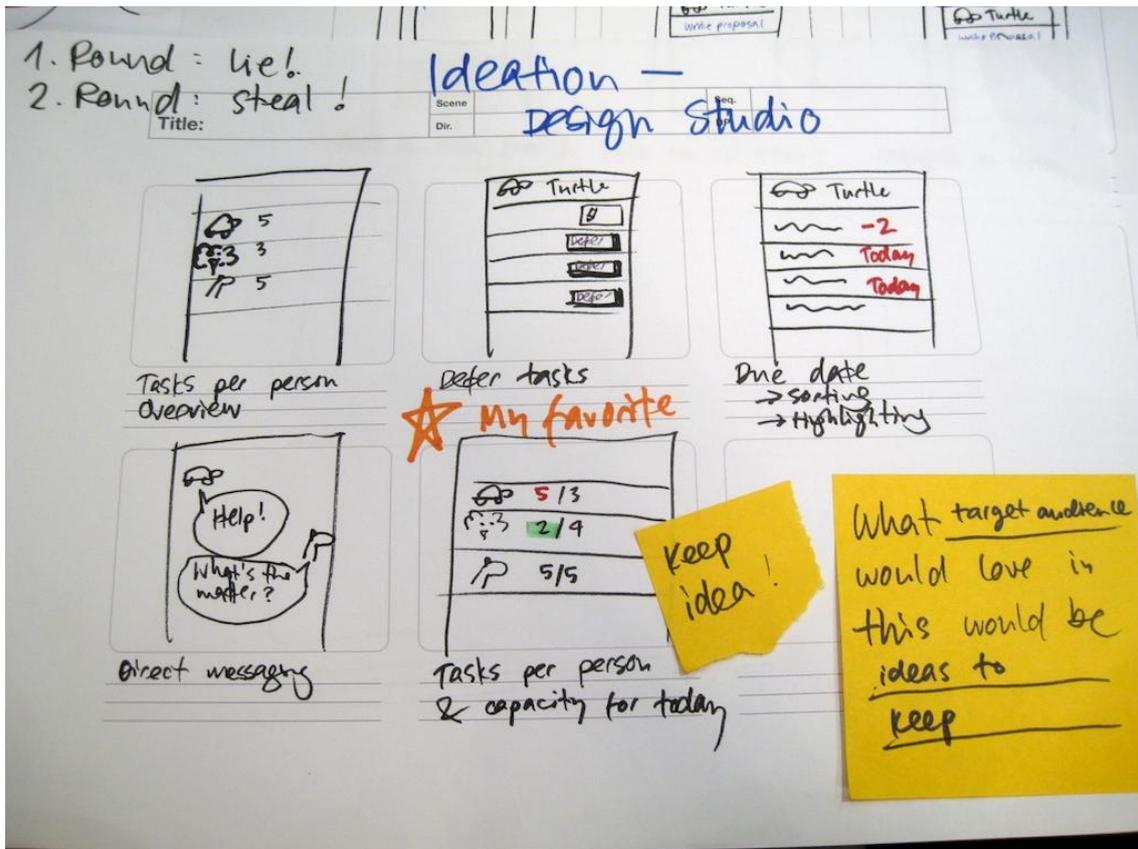# Ideation

Image: https://c1.staticflickr.com/8/7370/10306403156_81eb569b3e_b.jpg

"The best way to predict the future is to invent it." - Alan Kay

Tags: Holistic. Education and pedagogy.

Challenge:
When confonted with an opportunity or a challenge, it can be tempting to quickly try to find the best solution instead of opening up to new ideas or creatively expanding the space of what is possible. Sometimes, it is also difficult to generate ideas without immediately criticizing and discarding them. Short-circuting the design process like this can lead to getting stuck with an old approach, never moving beyond the expected, and missing out on a lot of possibilities to innovate and respond to the world in new ways.

Solution:
Ideation can be an exciting process. Once the specific problem or opportunity or a project is addressing is clear, ideation is about pushing for a widest possible range of ideas for how to address it. The goal with ideation is to generate a large number of ideas — ideas that potentially inspire newer, better ideas. Finding the best solution comes later, through testing, prototyping and feedback to identify and build the most practical, useful and innovative ones. The main aim of ideation is to use creativity and innovation in order to develop solutions. By expanding the solution space, it is easier to look beyond the usual methods of solving problems in order to find better, more elegant, and satisfying solutions. Paying more attention to ideation can help:

- Step beyond the obvious solutions and increase the innovation potential of a solution.
- Bring together perspectives and strengths of a variety of people or team members.
- Uncover unexpected areas of innovation.

There are many ideation techniques such as bodystorming, mindmapping, crazy 8's and sketching. One thing they all have in common is deferring judgment – separating the generation of ideas from the evaluation of ideas. In doing so, you give your imagination and creativity a voice, while placating your rational side in knowing that it will get a chance to examine the ideas later.

Links:
- https://www.interaction-design.org/literature/article/stage-3-in-the-design-thinking-process-ideate
- Creative ideation techniques: https://www.interaction-design.org/literature/article/introduction-to-the-essential-ideation-techniques-which-are-the-heart-of-design-thinking

Erasmus+