



DESIGN THINKING MINDSET / DESIGN PHASE / IDEATE

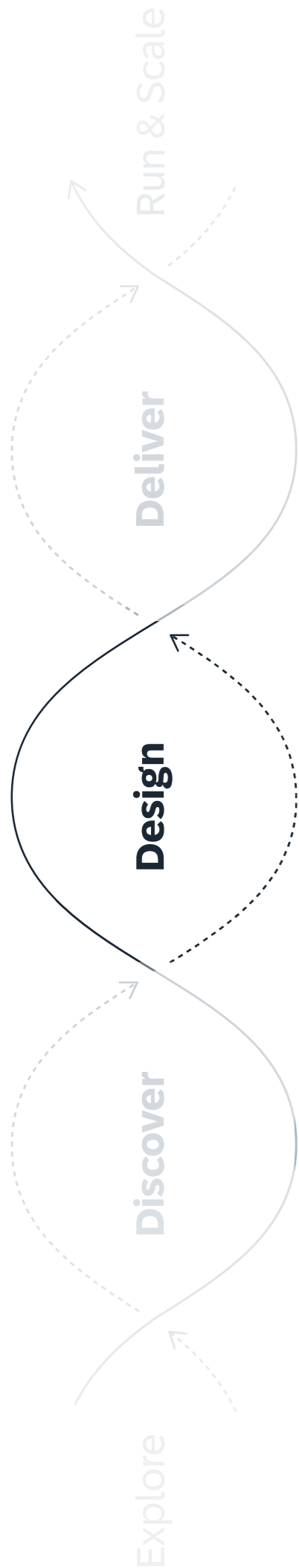
# Generate 100 Ideas in 30 Minutes

Go for quantity in your idea generation  
with a wider focus on your challenge.

## Why To Generate 100 Ideas in 30 Minutes

This brainstorming technique helps a team of about 6 - 10 participants to come up with a large number of ideas in a short timeframe using different constraints simultaneously.

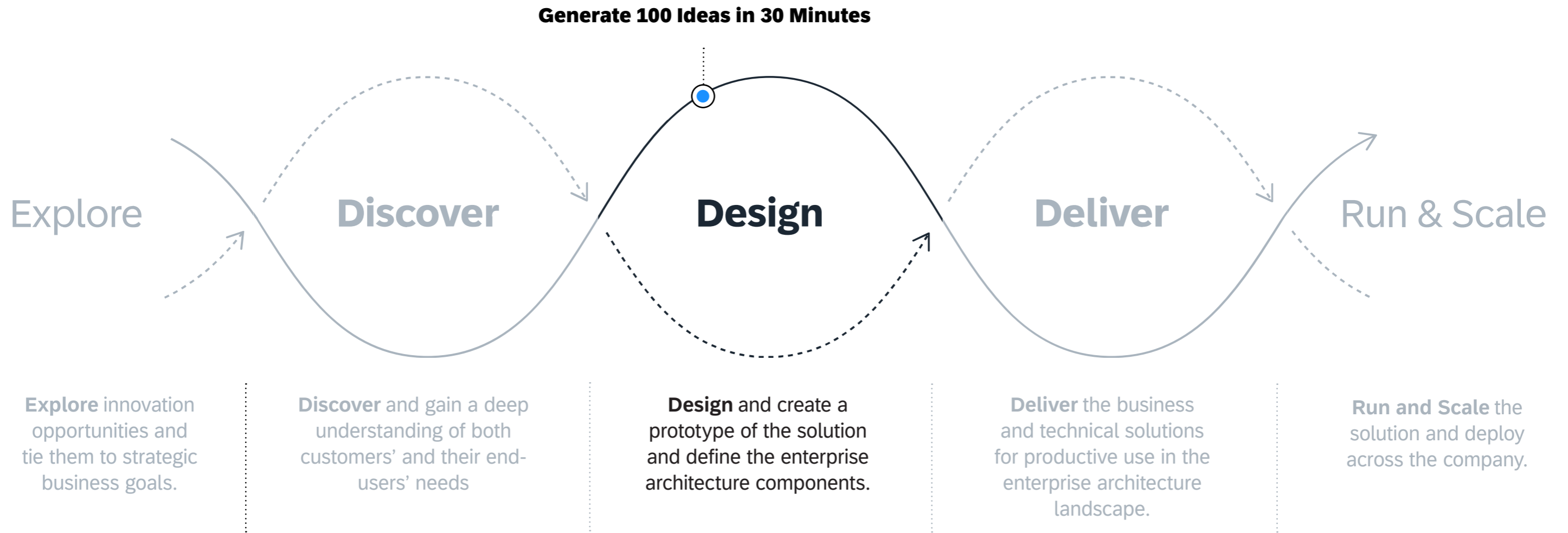
This technique is especially useful with larger teams and limited time for ideation, as it allows participants to contribute without needing to share each idea.



# When To Generate 100 Ideas in 30 Minutes

Ideation techniques are used at the beginning of the Design phase to generate as many ideas as possible to solve the challenges identified during the Discover phase. A productive brainstorming session requires a **problem statement** (aka

“how might we question”) used as the focus for the ideas. Several techniques can be combined in one ideation session.



Learn more about SAP's Human-Centered Approach to Innovation: <https://apphaus.sap.com/approach>

# How To

## Generate 100 Ideas in 30 Minutes



Duration  
**Approx. 60 Minutes**



Participation  
**6 - 10 People**



Roles  
**Designers, Architects,  
End Users**



Use Input From

- **Formulate a Problem Statement**
- **Define a Persona**
- **Map the User Experience Journey**

### Steps

- 1** Prepare any in-person session as follows (not needed for virtual sessions, as the **Mural board** is already prepared): On a whiteboard or brown paper, draw a grid with 11 columns and 10 rows. Also, reserve some space for clustering later on. Use the first column of the grid to define specific constraints or conditions that the ideas in the corresponding rows must meet. Write each constraint on a large post-it note and stick it in the appropriate cells of the first column. Start by placing a post-it labeled 'no constraint' in the first cell of the first row. In the following rows, add more constraints or conditions – these can be actual project limitations or creative, imagined constraints to inspire out-of-the-box thinking.
- 2** Work together to fill the grid within 30 minutes. Before starting, take a few minutes to review each constraint to ensure everyone understands them. Each participant can add ideas to any row until it reaches 10 entries. Once a row is full, no more ideas can be added. Ensure that each idea aligns with the constraint at the start of its row. Focus on quantity over quality.
- 3** Review each row and move the best-fitting ideas to the clustering area. Select all or only some ideas as needed. Once collected, group similar ideas into rough concepts, duplicating any that fit multiple clusters. Finally, vote for the cluster that best addresses the problem statement.

### Expert Tips

Here are some examples for constraints: “has to work without extra budget”, “has to work without people”, “has to work offline”, “how would Superman solve the problem?”, “how would Winnie the Pooh solve the problem?”, “has to be illegal or forbidden”, “how would it work as a game?”

# Example

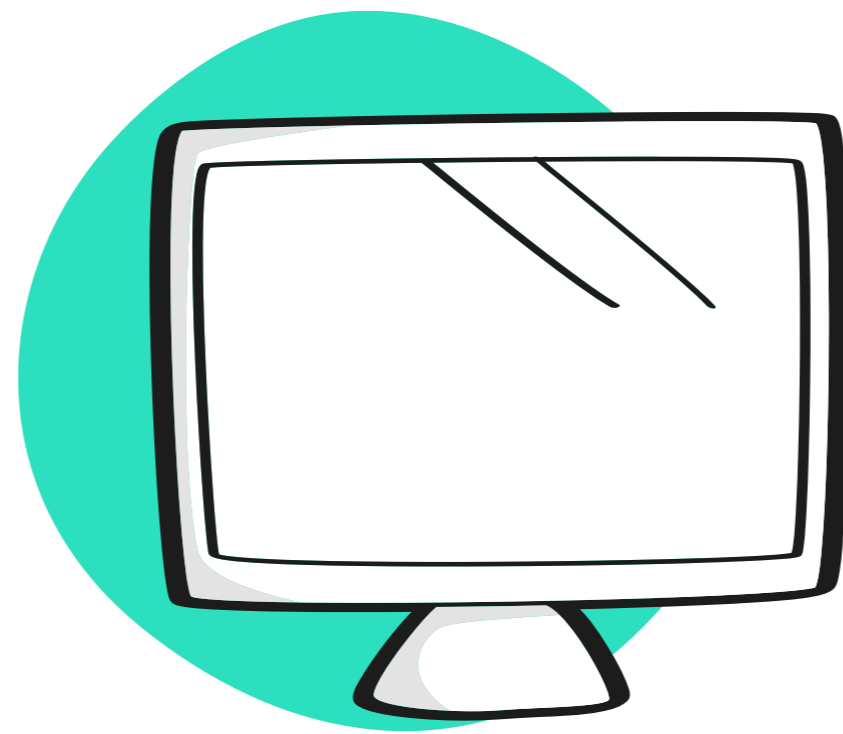
## Generate 100 Ideas in 30 Minutes

### Problem Statement:

How might we design a software or app solution for a fitness tracking platform that helps users achieve their health goals and maintain a healthy lifestyle?

### Constraints:

No constraint	Create a personalized fitness program tailored to a user's individual needs and preferences	Develop a social networking feature that allows users to connect with friends, family, and fitness experts for support and motivation	Implement a goal-setting and progress tracking system that helps users stay on track and achieve their health and fitness milestones	Create an interactive dashboard that provides users with a comprehensive overview of their fitness data, including workouts, nutrition, and sleep tracking	Develop a mobile app that provides users with daily workout routines and nutrition plans that can be done at home or on-the-go	Implement a reward system that encourages users to complete workouts and reach their goals with incentives like discounts, free gear, or charitable donations	Create an AI-powered personal trainer feature that analyzes a user's fitness data and provides personalized workout and nutrition recommendations	Develop a feature that allows users to track their water intake and receive reminders to stay hydrated throughout the day	Implement a sleep tracking feature that provides users with insights and recommendations for improving their sleep quality and duration	Create a virtual reality workout experience that provides users with an immersive and engaging way to exercise
No extra budget	Utilize existing fitness tracking hardware and software to create a free or low-cost platform for users	Develop partnerships with fitness brands and companies to offer exclusive discounts and deals to users	Implement a referral program that rewards users for inviting friends and family to join the platform	Use open-source software to build the platform and reduce development costs	Develop a volunteer-based support system that connects users with trained health and fitness enthusiasts for guidance and advice	Utilize social media marketing and organic reach to attract new users to the platform	Implement a freemium model that provides users with basic features for free, and charges for premium features	Create a subscription model that offers users exclusive content and features for a low monthly fee	Use data analytics to optimize the platform for maximum user engagement and retention	Develop a feature that allows users to create and share their own fitness content on the platform
Has to work without people	Implement machine learning algorithms to automatically track and analyze user fitness data	Use AI-powered chatbots to provide users with personalized workout and nutrition recommendations	Create an automated goal-setting and progress tracking system that requires no human intervention	Develop an auto-generated workout routine feature that adapts to a user's fitness level and goals	Implement a virtual assistant feature that guides users through workouts and provides feedback on form and technique	Use wearable technology and sensors to automatically track and record user fitness data	Develop a nutrition tracking system that uses image recognition technology to analyze users' food intake and provide insights and recommendations	Create a sleep tracking feature that uses machine learning algorithms to provide personalized insights and recommendations for improving sleep quality and duration	Implement an automated reward system that provides users with incentives for completing workouts and achieving goals	Implement a predictive analytics feature that forecasts a user's health trends based on historical data, providing proactive reminders or adjustments to their fitness plan
Has to work offline	Use local storage to store user fitness data and sync with the platform when internet connectivity is restored	Develop a mobile app that allows users to track and download workout routines and nutrition plans for offline use	Implement an offline mode that allows users to track and record their workouts and nutrition data, and sync with the platform later	Create an offline reward system that provides users with incentives for completing workouts and achieving goals, and sync with the platform later	Use Bluetooth and other wireless technologies to connect with wearable fitness trackers and sensors for offline tracking	Develop a feature that allows users to create custom workout routines and nutrition plans for offline use	Use machine learning algorithms to generate personalized workout and nutrition plans for offline use	Implement a feature that allows users to track and record their fitness data using pen and paper, and manually input it into the platform later	Create a feature that allows users to receive daily motivational messages and tips for staying healthy and active, even when offline	Use GPS technology to map and track outdoor workouts, even when offline
How would Superman solve the problem?	Use X-ray vision to see through walls and locate hidden objects or people	Use super speed to quickly process and analyze large amounts of data	Utilize super strength to move heavy objects or complete difficult tasks	Use heat vision to melt or reshape materials as needed	Implement flight capabilities for aerial reconnaissance or transportation	Utilize super hearing to eavesdrop on conversations or detect distant sounds	Use freeze breath to cool down overheating devices or equipment	Implement super intelligence for advanced problem solving and decision making	Use invulnerability to protect against security threats or physical damage	Utilize super vision for enhanced visual data analysis and interpretation
How would Winnie the Pooh solve the problem?	Develop a feature that allows users to participate in a virtual honey gathering workout, inspired by Winnie the Pooh's love for honey	Create a feature that allows users to track their daily steps using a virtual pedometer, inspired by Pooh's love for walking	Implement a voice recognition feature that allows users to control the platform using Winnie the Pooh's iconic phrases, like "Oh bother" or "Think, think, think"	Develop a feature that rewards users with virtual honey pots for achieving their fitness goals and milestones	Create a nutrition tracking system that allows users to follow the simple, healthy diet of Pooh and his friends	Develop a feature that allows users to participate in a virtual game of Pooh sticks, where they compete against other users in a race to see whose stick will float furthest in a stream	Create a feature that allows users to track their progress and compare their stats against those of Winnie the Pooh's friends, like Tigger, Piglet, and Rabbit	Implement a feature that rewards users with virtual honey pots for achieving their fitness goals and milestones	Develop a feature that allows users to participate in virtual workouts inspired by Winnie the Pooh's friends, where they perform exercises that mimic the movements and actions of the characters	Create a feature that allows users to earn virtual badges or rewards for completing a set of specific workout routines, inspired by Winnie the Pooh's love of exploring and nature
Something illegal/forbidden	Create a feature that allows users to challenge themselves by attempting illegal or extreme fitness activities, with a warning and disclaimer of potential danger	Implement a dark web feature that allows users to track and monitor underground fitness activities	Develop a feature that allows users to participate in illegal or extreme fitness activities, without actually performing them	Create a feature that allows users to earn virtual badges or rewards for completing illegal or extreme fitness activities, without actually performing them	Implement a feature that allows users to anonymously share their illegal or extreme fitness activities with others on the platform	Create a feature that allows users to participate in virtual workouts that simulate illegal or extreme activities, with a warning and disclaimer of potential danger	Implement a feature that allows users to anonymously share their illegal or extreme fitness activities with others on the platform, while also providing a safe and legal alternative	Develop a feature that allows users to create virtual presence and participate in a simulated underground fitness scene, with no actual illegal activity involved	Create a feature that allows users to earn virtual rewards and achievements against those of others in the simulated underground fitness scene	Implement a feature that allows users to track and monitor their progress and achievements against those of others in the simulated underground fitness scene
How would it work as a game?	Develop a gamified workout experience that allows users to earn points and rewards for completing workouts and reaching fitness milestones	Create a platform that allows users to compete against each other in a variety of fitness challenges, like a virtual fitness Olympics	Implement a leaderboard feature that displays the top users of the platform based on their fitness data and achievements	Develop a feature that allows users to create and customize their own avatars, which represents them on the platform	Create a feature that allows users to unlock virtual rewards and achievements for completing specific workout routines or achieving specific goals	Develop a feature that allows users to participate in virtual fitness battles, where they compete against other users in a race to complete a set of specific workouts	Create a feature that allows users to unlock virtual rewards and achievements for completing a set of specific workouts, inspired by popular video games	Implement a feature that allows users to level up their virtual avatars by completing more challenging workout routines and achieving higher fitness goals	Develop a feature that allows users to create their own custom workout routines and share them with others on the platform	Create a feature that allows users to participate in virtual quests and challenges that require them to complete specific workout routines and achieve certain fitness goals
Design a feature for users who have disabilities	Develop a feature that provides accessible workout routines for users with mobility or visual impairments	Implement a voice recognition feature that allows users with disabilities to control the platform using their voice commands	Create a feature that allows users to track their progress using accessible metrics, like heart rate, breathing rate, or muscle activation	Develop a social networking feature that connects users with similar disabilities for support and motivation	Develop a feature that provides accessible workout routines for users with hearing or cognitive impairments	Implement a feature that allows users to customize the platform's user interface, making it easier to navigate for users with visual impairments	Create a feature that allows users to track their progress and compare their stats against others with similar disabilities, for support and motivation	Develop a feature that allows users to participate in virtual fitness challenges that are specifically designed for users with disabilities, to ensure inclusivity and community	A language learning app that uses voice recognition to help learners improve their pronunciation by comparing it to native speakers and providing feedback	A personal assistant app that can take voice commands to schedule appointments, send messages, and perform other tasks
The solution has to incorporate AI	An AI-powered chatbot that can help users book flights, hotels, and other travel arrangements	A shopping app that uses AI to provide personalized recommendations based on a user's browsing and purchase history	A virtual assistant app that uses AI to learn a user's preferences and habits over time, and proactively suggests solutions to their needs	An app that uses AI to help users identify and manage their emotions, providing personalized tools and strategies to cope with stress and anxiety	An education app that uses AI to personalize learning experiences for each student, adapting to their individual needs and preferences	A healthcare app that uses AI to analyze a user's medical history and provide personalized recommendations for prevention, treatment, and wellness	An AI-powered financial assistant app that helps users manage their finances, providing personalized insights and recommendations for saving, investing, and budgeting	A social media app that uses AI to detect and filter out harmful or offensive content, creating a safer and more positive online environment	An AI-powered personal stylist app that helps users create and optimize their wardrobe, suggesting outfits based on their style, body type, and preferences	An energy management app that uses AI to optimize home energy usage, reducing costs and environmental impact by analyzing patterns, preferences, and external factors



# Virtual Collaboration Template

# MURAL Template

## Generate 100 Ideas in 30 Minutes

### Instructions


With this method, you have several associations and constraints combined to create as many ideas as possible.


**Time Needed**  
ca. 45min - 1h


**Participants**  
5 - 6

**How to use**  
Silently, the group tries to fill the whole matrix with ideas related to the ideation prompts.

**Tips for Moderation**  
Go through the associations at the beginning of the brainstorming and make sure everybody has a feeling what is meant.  
You can exchange the prompts if needed, but don't tie them to close to your challenge and have them as different as possible.


**Recommended for**  
Design Phase 

**Previous step**  
Problem Statement - Point of View 

Problem Statement - How might we ... 

## 100 Ideas in 30 Minutes

Go for quantity in your idea generation with a wider focus on your challenge



[insert your problem statement]

### Brainstorming (35min)

Everybody can add ideas to any line until the line is full. The ideas have to fit to the given constrain/association at the beginning of the line.

	1	2	3	4	5	6	7	8	9	10
Fill constraint										
No extra budget										
Try to work without awards										
office										
How would I describe what the problem?										
How would I solve the problem after the problem?										
Something illegal / forbidden										
How would I work as a general?										
Europe										
Sea										

### Clustering and Voting (20min)

Go through each line and decide which ideas fit best to the challenge. Take those down to the clustering area. You can take all ideas, but you don't have to. As soon as you have collected all ideas from above, cluster them to concepts. Which ideas work together the best? Try to shape rough concepts with your ideas. Feel free to duplicate ideas if they fit in several clusters. At the end, vote for the cluster which solves the problem statement the best.

Access the MURAL template\*: <https://app.mural.co/template/cef2f219-f3b9-4723-a96b-9849a2eb6424/8796f61e-1c7a-48b6-b6e6-21023e8e55bc>

\*Registration required