Generate Ideas With Ideation

Help your team generate ideas in a structured yet creative way.

Run & Scale

Deliver

Design

Discover

Explore

Why to
Generate Ideas With Ideation

Collaborative brainstorming sessions are a way to generate a large quantity of ideas to solve the identified challenges.

These sessions enable exploration of various potential solutions from multiple perspectives, combining alternatives until a solid idea emerges.
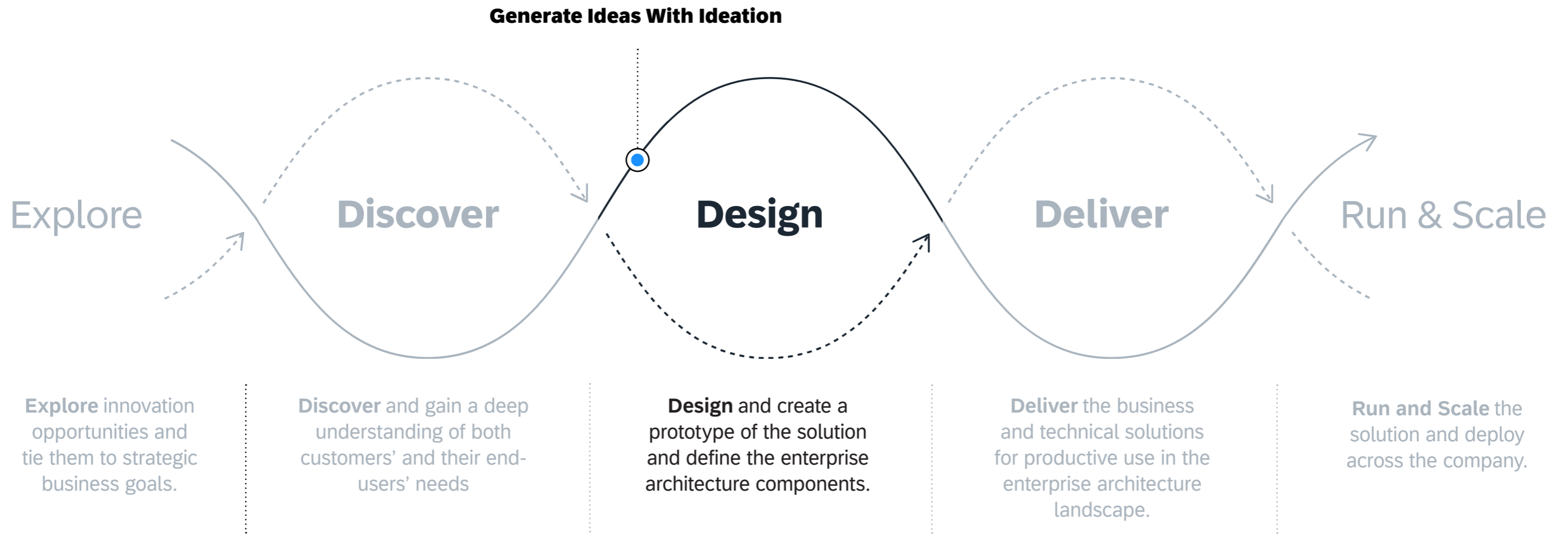
An ideation session is all about quantity rather than quality.
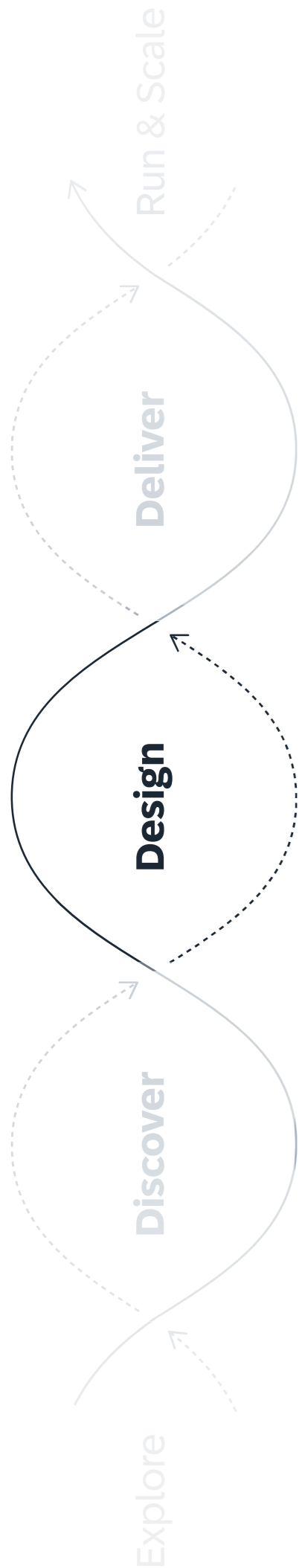
When To
Generate Ideas With Ideation

Ideation or brainstorming sessions mark the beginning of the design phase and they should take place after research and synthesis. A productive brainstorming session requires a **problem statement** (aka "how might we question"), which gets formulated at the end of the Discover phase, once the project team has a good understanding of the current situation, including business goals, current processes, user needs and challenges.

Generate Ideas With Ideation

Explore   **Discover**   **Design**   **Deliver**   Run & Scale

Explore innovation opportunities and tie them to strategic business goals.

Discover and gain a deep understanding of both customers' and their end-users' needs

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

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

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Keep the Right Mindset for an
Ideation Session

A successful ideation session requires an open mindset, ready to welcome all types of ideas—both those that seem feasible and those that might not at first. There will be time to evaluate and decide later; for now, consider every idea a possibility.
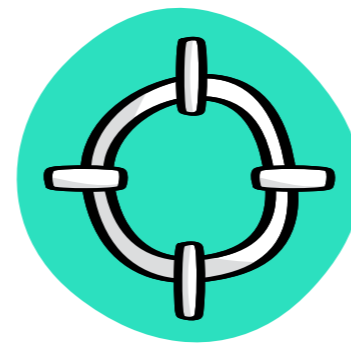
Yes, and...
Basis for any idea generation

No, but...
Inhibitor of idea generation

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Rules for Your
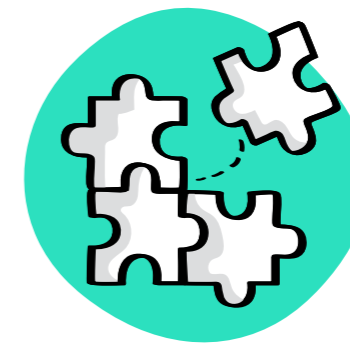## Ideation Session

Before starting your ideation session, make your
participants aware of the following rules:

Be Visual
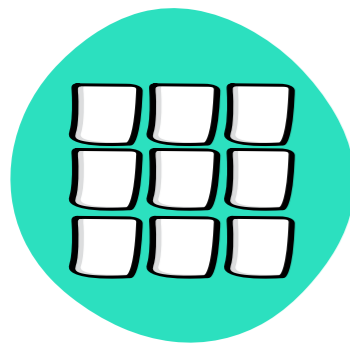
Stay on Topic

**Build on the Ideas
of Others**

Go for Quantity

Defer Judgement

**One Conversation
at a Time**

**Encourage
Wild Ideas**

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How To
Generate Ideas With Ideation

Duration
45 - 60 Minutes

Participation
5 - 6 People

Roles
Designers, Architects, End Users

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

Steps

1 Select the challenge you will ideate for. This can be formulated as a **Problem Statement**.

2 Select an ideation or braistorming method that helps to generate ideas, and brainstorm silently for 3 - 5 minutes.

3 Share your ideas with the team one by one and cluster them as they get presented.

4 Name the clusters and repeat steps 1 - 3 using a different ideation method.

5 Select the best ideas through voting. The amount of allowed votes for each participant depends on the number of ideas and participants available. For a good distribution of votes you can apply the following formula*:

$$V = [(T/2) \times T]/P$$

V=number of votes for each participant
T=number of ideas
P=number of participants

*based on: https://www.canr.msu.edu/news/dot-voting-tips

Expert Tips

There are several brainstorming methods you can choose from, depending on the time you have, number of participants, and type of ideas you want the team to generate.
Take a look at the following methods for reference:
- **Ideate with 6-3-5 Brainwriting**
- **Ideation Sprint (Mural Board*)**
- **Generate 100 Ideas in 30 Minutes**

After each round, group related or similar ideas together. You can revisit the grouping criteria and names once all rounds are complete.

When voting, you can choose to vote on individual ideas or on clusters, depending on their level of detail. If the clusters are broad and contain a variety of ideas, it's better to vote at the idea level.

*Registration required

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