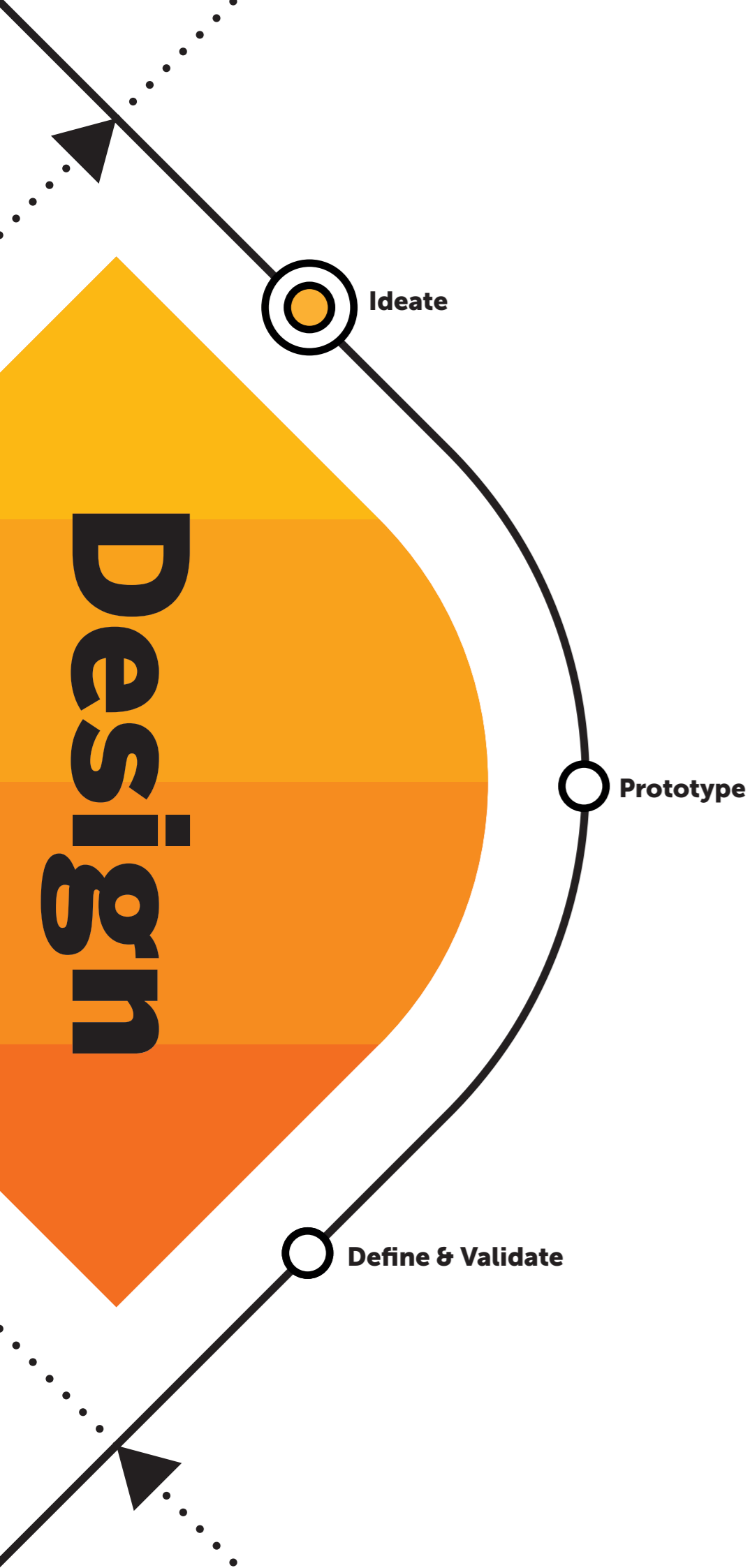




DESIGN PHASE

Ideation Guide

Help your team generate ideas in structured yet creative ways.



Why to Ideate?

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

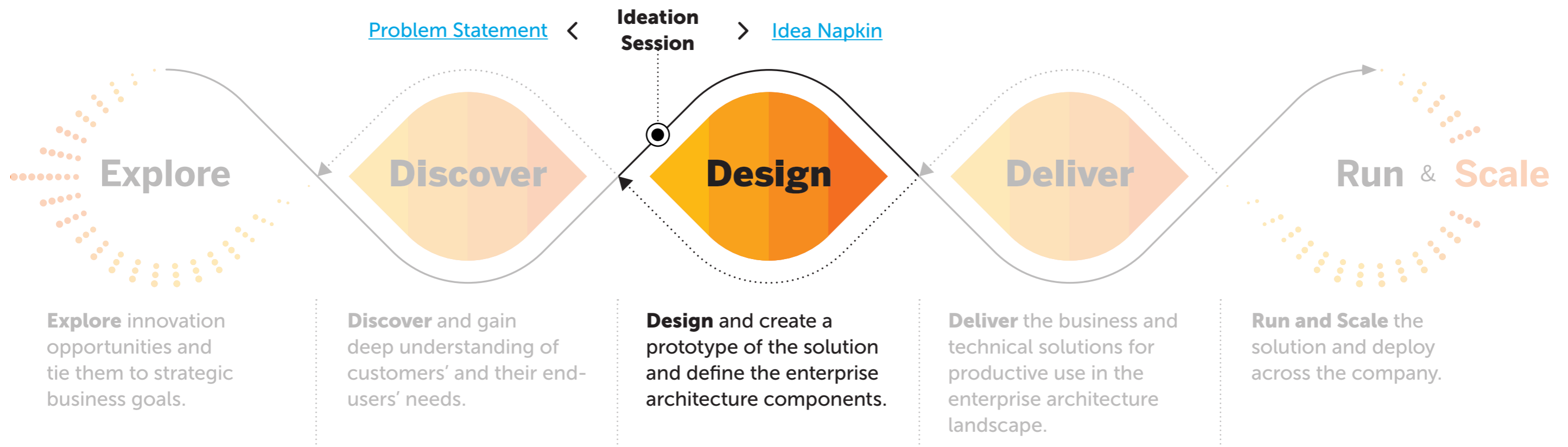
These sessions make it possible to explore different potential solutions for a problem from many different points of view and combine alternatives until a sound idea emerges.

An ideation session is all about quantity rather than quality.

When to Ideate?

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 or [“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.



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

Keep the right mindset for an Ideation Session

A successful ideation session requires an open mindset that is ready to welcome any type of ideas: those that are possible and also those that don't seem

possible at first. There will be time to decide and judge later, but for now, think of every idea as a possibility.



Yes, and...
Basis for any idea generation



No, but...
Inhibitor of idea generation

Rules for your Ideation Session

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



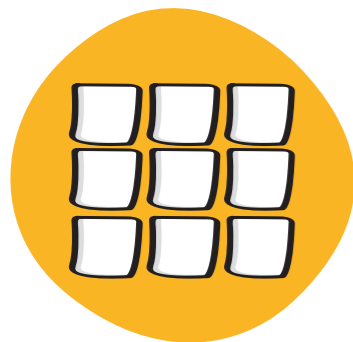
Be Visual



Stay on Topic



Build on the Ideas of Others



Go for Quantity



Defer Judgement



One Conversation at a Time



Encourage Wild Ideas

How to run an Ideation Session?



Duration
45 - 60 Minutes



Participation
5 - 6 People



Roles
**Designers, Architects,
End-Users**



Use input from

- [Problem Statement](#)
- [Persona](#)
- [User Experience Journey Map](#)

Steps

- 1 Select the challenge you will ideate for. This can be formulated as a "[How might we question](#)".
- 2 Select an ideation or brainstorming 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 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*:

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

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

*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:

- [6-3-5 Brainwriting](#)
- [Ideation Sprint](#)
- [100 idea in 30 mins](#)

Cluster related or similar ideas together after every round. You can revisit the cluster criteria and cluster names once all rounds are finished.

When voting, you can decide to vote on the ideas or the clusters based on the granularity of the clusters. If the clusters are broad and contain many different ideas, it is better to vote on the idea level.