Ideation

BOOST YOUR

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Learning outcomes

AFTER COMPLETING THEME 1 ABOUT IDEATION, STUDENTS WILL BE ABLE TO

• explain and analyse the way in which the opportunity space in a creative process switches between expansion (divergence) and contraction (convergence)

• identify and discuss the need for ideation in one or more phases of a creative process

• select and apply simple techniques for developing ideas as a resource for creating a wider opportunity space in a creative process
The creative ideation process

How does the creative process look like?

START

What do you need to do to find a solution to a given problem?
The creative ideation process

Many people may consider the creative innovative idea generating process as a linear structure like this…

A task is given
A task is discussed
A task is solved
Celebration!
But in creative and innovative practices the tasks are often defined by being:

- Not well defined
- Confusing information from different directions
- Many stakeholders (known and unknown)
- Affected by norms, values and traditions
- Have many solutions (both good, bad, and in between)
The creative ideation process

Therefore, your process will depend on the task and situation.

The task or problem can vary in complexity and therefore include many considerations and choices.

What kind of task is it?

- Find a solution to a specific task
- Find solutions to a challenge
- Find solutions or ideas to a more general challenge

Seagulls and rats spread litter on the street from the trash cans - Make a new trash can design

Too many people do not use the trash cans in the city and therefore, the trash flies around in the wind - Find ways to inform people and change their behaviour

Trash in Nature and in the oceans destroys eco systems so what do we do?
- Find several solutions and strategies and still know you cannot find the complete answer
The creative ideation process

To help start one’s process it is a good idea to ask and consider the following questions:
What would we like to know? What do we need to know? Who do we need to involve?
What materials are available?

Sometimes you will make mistakes and make what seems to be the wrong choice
- But that is okay! You have now learned something you will do better the next time!
The diamond model

In the creative process you move between divergent and convergent thinking in an iterative process.

Convergent thinking: Use knowledge to find a solution and produce something from it.

Divergent thinking: To open up and explore opportunities and create knowledge.
A good point of departure for your design process is to gather as much information as you can and explore as many opportunities as possible.

All ideas should be articulated – both the good ones and the bad ones. It is also important to stay in the divergent state as long as possible to really squeeze the lemon (your brain) for ideas.
“Convergent thinking is primarily concerned with taking in information and producing, or 'converging' on, a single correct answer to the problem. In contrast, divergent thinking is not concerned with the one correct answer.

Instead, the emphasis is on a person's ability to generate a wide range of answers; the response is a divergence or an expansion rather than one single answer.”

Divergence in practice

Mini exercise:

Come up with as many ideas as possible on how to use a brick!

Write down as many things as you can in two minutes
Why focus on divergence?

The first ideas you have all been writing down are probably pretty similar.

The better you are at staying in the divergent state the greater the changes are that you will come up with something original.

So do not hold back on the crazy ideas – maybe something cool can be transformed out of them!