

Class 3 - 13/11

# From idea to shelf

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Design for the Aalto University Shop



# TODAY

Short introduction to  
the ideation process

IDEATION

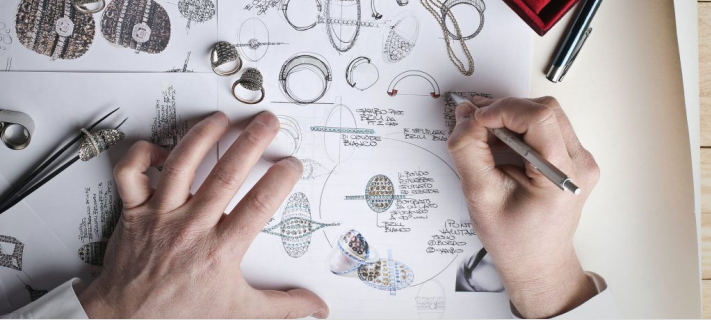
Making ideas tangible  
quickly

RAPID  
PROTOTYPING

First CHEMARTS visit:  
40 min in the lab per  
group

LAB INTRO

# IDEATION



## IDEATION

“Ideation is the mode of the design process in which you **concentrate on idea generation**. Mentally it represents a process of **‘going wide’ in terms of concepts and outcomes**. Ideation provides both the fuel and also the **source material for building prototypes and getting innovative solutions** into the hands of your users.”

– d.school, An Introduction to Design Thinking PROCESS GUIDE

## IDEATION TOOLS

There are hundreds of ideation tools available, among them:

- Brainstorming
- Sketching (or collaborative sketching)
- Worst possible idea
- Storyboarding
- Round Robin
- Rapid prototyping

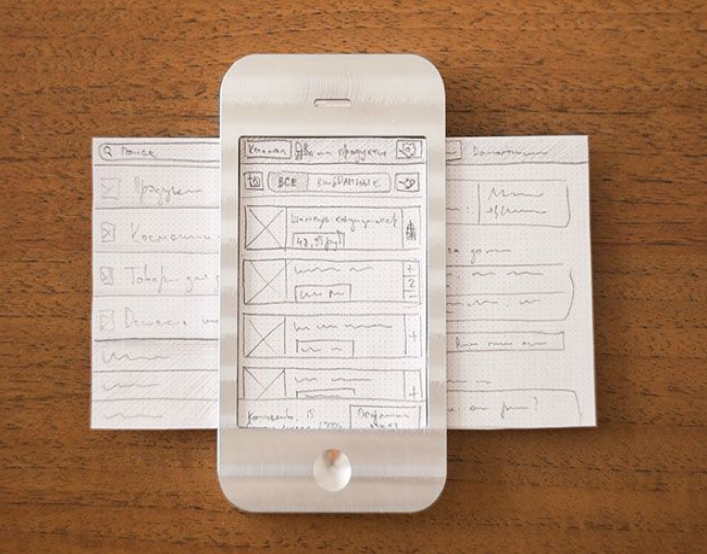
## IDEATION TIPS - phase 1

- Start free of judgement and go for quantity
- Build on each other's ideas (yes, and)
- Embrace irrational thinking
- Flip ideas around and see what happens
- Be flexible and don't hold on to ideas at this point!
- Ask the right question!

## IDEATION TIPS - Phase 2

- Set a common criteria
- Form clusters based on similarities (explore different kinds of clusters based on criterias)
- Select best ideas
- Discuss ideas further and revise them
- Prototype ideas and revise them
- Go back to the beginning if necessary

# RAPID PROTOTYPING





# RAPID PROTOTYPING

- make ideas tangible
- learn through making
- quickly get key feedback

Rapid Prototyping (or dirty prototyping) makes sure that you're building only enough to test your idea, and that you're right back in there making it better once you've gotten the feedback you need.

[ideo.org](http://ideo.org)

# RAPID PROTOTYPING

## STEP 1: Determine what to prototype

With your team, write down the **key elements of your idea** and write down your **primary questions** for each idea.

Now pick a few questions to answer. Think through **what kind of prototype makes the most sense** to answer these questions.

Remember, this process is about learning, not getting it right the first time. Better to test a miserable failure and learn from it, rather than take ages making a beautiful, highly refined prototype.

# RAPID PROTOTYPING

## STEP 2: choose a type of prototype

- Storyboards
- Role Plays
- Models
- Mock-ups
- Drawing

The goal here is to make something tangible that conveys the idea you want to test.

No need to make it perfect, just make it good enough to get the idea across.

# RAPID PROTOTYPING

## STEP 3: test your prototype

Take your prototype out and test it with people who are potential users of your product.

Make sure to Get Feedback from them

# RAPID PROTOTYPING

STEP 4: apply what you learned

In your team discuss what you learned from the prototype feedback and go through the Now Integrate Feedback and Iterate tool

<https://www.designkit.org/methods/4>

This activity can be carried by the group after class

## BOOK A TIME IN THE LAB

Go to the Doodle link and book a time  
for your team on each day:

- Register with your name and your  
team number
- Minimum of two groups per slot\*

## QUESTIONS

Any inquiries regarding materials and the lab please message Iines at:

[iines.jakovlev@aalto.fi](mailto:iines.jakovlev@aalto.fi)

Any inquiries regarding workshop use please contact Luisa:

[luisa.jannuzzifonseca@aalto.fi](mailto:luisa.jannuzzifonseca@aalto.fi)

**NEXT CLASS 20.11**  
(same location and time)

**Submit on My Courses an images of your  
ideation and prototype sessions**

Prepare the presentation for Mid Review  
(to be uploaded later)



## NEXT CLASS 20.11

(same location and time)

### MID REVIEW

Bring a presentation (free format) as clear as possible to present to Aalto University Shop representatives. The presentation will happen through Zoom and live.

Bring tangible examples of your idea. It's good to show two to three ideas.

The mid review is PASS or FAIL.

NEXT CLASS 20.11  
(same location and time)

## MID REVIEW EVALUATION

### References/ Inspiration Research

- presented at least 2 references, (moodboards, mind maps, etc)
- the inspiration is adequate
- the presentation of references is clear

NEXT CLASS 20.11  
(same location and time)

## MID REVIEW EVALUATION

### Preliminary ideas

- presented at least one preliminary idea (sketches, pictures)
- presented a preliminary prototype(s)
- the presentation of the idea is coherent and understandable
- the idea responds to the briefing
- the product idea is clear

NEXT CLASS 20.11  
(same location and time)

#### MID REVIEW EVALUATION

- Please make sure that you have **one laptop per group** to facilitate the feedback process.

## EXTRA TIME IN THE LAB

### MID REVIEW EVALUATION

- Please make sure that you have **one laptop per group** to facilitate the feedback process.