

Sprint 2 assignment

Initial Ideas

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Transform your problem space to design space by reframing your user knowledge

Use creative problem solving techniques to generate a sufficient pool of initial ideas.

- Leverage your user research, and extend it as needed
- Make sure to reserve enough time for your ideation sessions
- Evaluate lightly and prioritize your ideas and present approximately 10 at the pitch

- Engage real users to your ideation activities

End-of-sprint, Friday 22.2.2019

All Sprints deliverables:

- Pitch presentation
- Mentor group selfie (Sprint2 theme, “Creativity”)
- 1-page activity report (incl. goals, experiments, major insights)
- Method briefs
 - *Very short (under 250 words) descriptions of used new or adapted methods*

Sprint 2 deliverables:

- Long list of all ideas
- Short list of best ideas (~10 concept candidates)
- First Draft of VPC for 2-3 main user groups/contexts