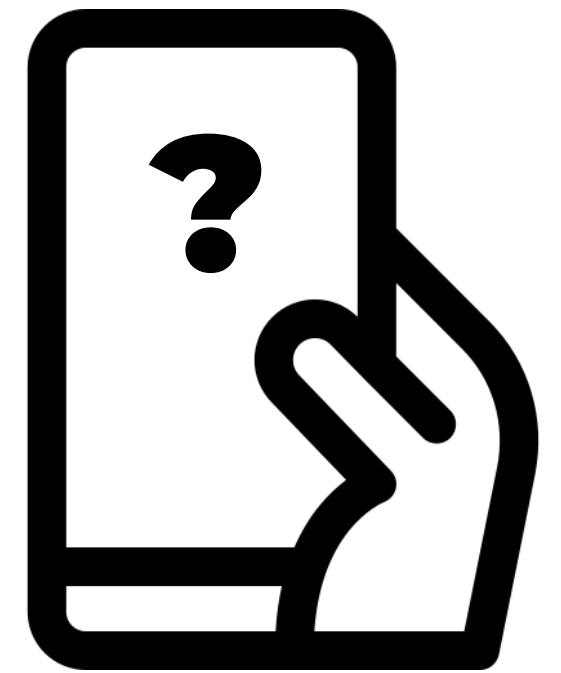


App Ideation

Answering the question: What app would be most beneficial in my life?

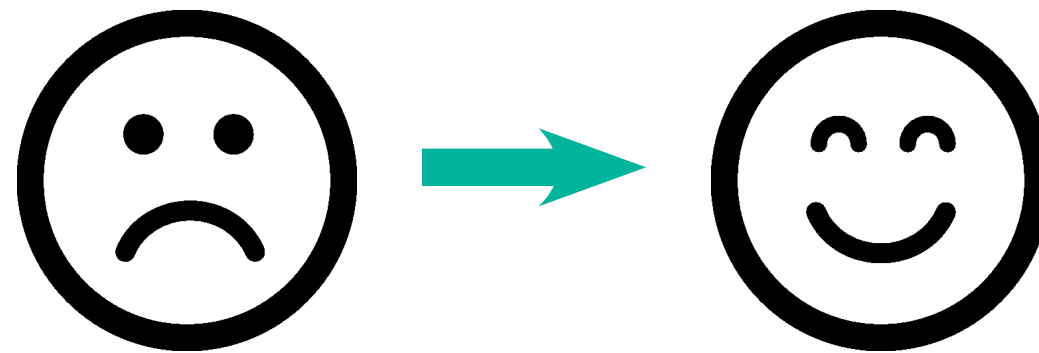


Background

What is one app you would love to use/have?

All too often, we get wrapped up in a slew of emails, growing to-do lists, constant meetings, or getting interrupted. When the workday is over, you go home to make dinner and shuttle the kids to their next after-school activity. All of these responsibilities can bring our mood down, but it's essential to take a minute to smile and enjoy some light-hearted antics.

The saying “laughter is the best medicine” exists for numerous reasons. For starters, laughter has been shown to help people manage stress by decreasing hormones such as cortisol, epinephrine, and dopamine. It also has anti-inflammatory effects that protect your blood vessels and heart. Laughter also releases endorphins- the feel-good chemical in our brains.



Background

What will the application do?

Two ideas rose to the top, one I called “Frustration Scrambler” and the other “Flip It.” Because the ideas were very similar, I decided to combine them into one: Day Flipper. The app is partially therapeutic because the user enters something that frustrated them during the day. Then it will autogenerate a way to make it funny such as a meme, your frustration scrambled into pig Latin, or it could be read like Yoda or read like Samuel L. Jackson with curse words surrounding it.

The content could also be categorized by the situation like Office Humor, Parenting, or School life. Then users can search various categories to find what others have entered for more laughs. Day Flipper has the potential to grow and evolve.

Background

What is the Purpose of the App?

The “Day Flipper” app’s goal is to make users smile about their day and find humor in their everyday world. An excellent coping mechanism to a negative situation is to flip it into a positive. The user can also choose to share the now funny problem with friends so you both can laugh about it. Laughter is contagious and can improve the user’s mood and the people around them.



Frequently Used Apps



The general theme of the apps I use most is communication and entertainment. These apps are used each and every day. My days are so busy and hectic; I am always looking for ways to either get work done or relax. The Pzizz app has excellent music to help me focus. Then when I need to unwind, I love reading a good book that I downloaded from my library using Libby. Throughout the day, I like looking at Facebook and Instagram as a quick mental break.

Apps I Do Not Use



Over the years, I have so downloaded so many different apps to try but then never used them again. I also have random games my kids used to play on my phone that I never deleted. At one point, these apps served a purpose, but then I was either frustrated with them or found them to be unnecessary.

Ideation Introduction

Techniques Used

Worst Possible Idea

Participants think of the worst possible solution to the Point of View Statement. Thinking this way helps relieve some of the anxiety people may have when brainstorming. The session begins with writing down bad ideas along with a few quick reasons why. Once complete, the group begins to think of the opposite, which helps generate potential valuable ideas.

Brainstorm

Start by working with a small group and setting a time limit of approximately 3 minutes. Allow people to write down their ideas. Once the time is up, the ideas are shared with the group, and everyone begins to build off one another to expand the ideas or generate new ones.

Gamestorm- Cover Story

Put yourself in the future and imagine what the headlines would be if your idea was a success. Include a cover, headlines, sidebars, quotes, brainstorm, and images. Participants can work together in a group to populate a Cover Story template.

Point Of View Statement

Overworked Ania ***needs*** a way to smile and perk up ***because*** her days are filled with so much work and responsibilities, she wants to take a moment to laugh.

Ideation Technique 1

Worst Possible Idea

Bad Ideas

Worst News In the world

- Show war and people dying
- Repeat the same storied over any over
- Make it overly dramatic

Annoying Noise and Sights

- Loud screeching sounds
- Everything is disjointed
- Images flash and overlap

To-Do List Generator

- Adds more items to your to-do list
- Overwhelms and adds stress
- Constantly rearranges your list

Kids Fighting

- Plays kids talking over one another
- Shows kids having a tamper tantrum
- App never closes

Opposite

Best News

- Show people thriving or doing good in the world
- Vary the stories

Soothing Noise and Sights

- Calming music
- Beautiful Nature scenes
- Flowing rhythm

To Do List Organizer

- Creates timelines
- Breaks tasks down to smaller, more manageable pieces
- Suggest ways to delegate

Kids Hugging

- Shows playing nice
- Kids sharing funny stories

Ideation Technique 2

Brainstorm

Comedian Tinder

- Similar to the dating app but with comedians.
- Swipe right for jokes and videos from various comedians
- Flag the ones you like and more similar jokes will be generated for you to enjoy

Frustration Scrabbler

- Enter your frustrations and an app with scramble it in to silly words or memes
- It makes the words rhyme, puts it into pig w, adds curse words or anything outrageous

Knock, Knock Joke Creator

- Add your own topics and app creates a knock, know joke
- Choose from different categories
- Tell the joke in a different language so it sounds funny

Comic Strip Maker

- App provides you with 3 silly scenes, then you select the word bubbles from a list to create your own comic strip.
- You pick from various categories like: Office Space, Anime, or upload your own photos
- Share with friends and they can add to the story

Caption Contest

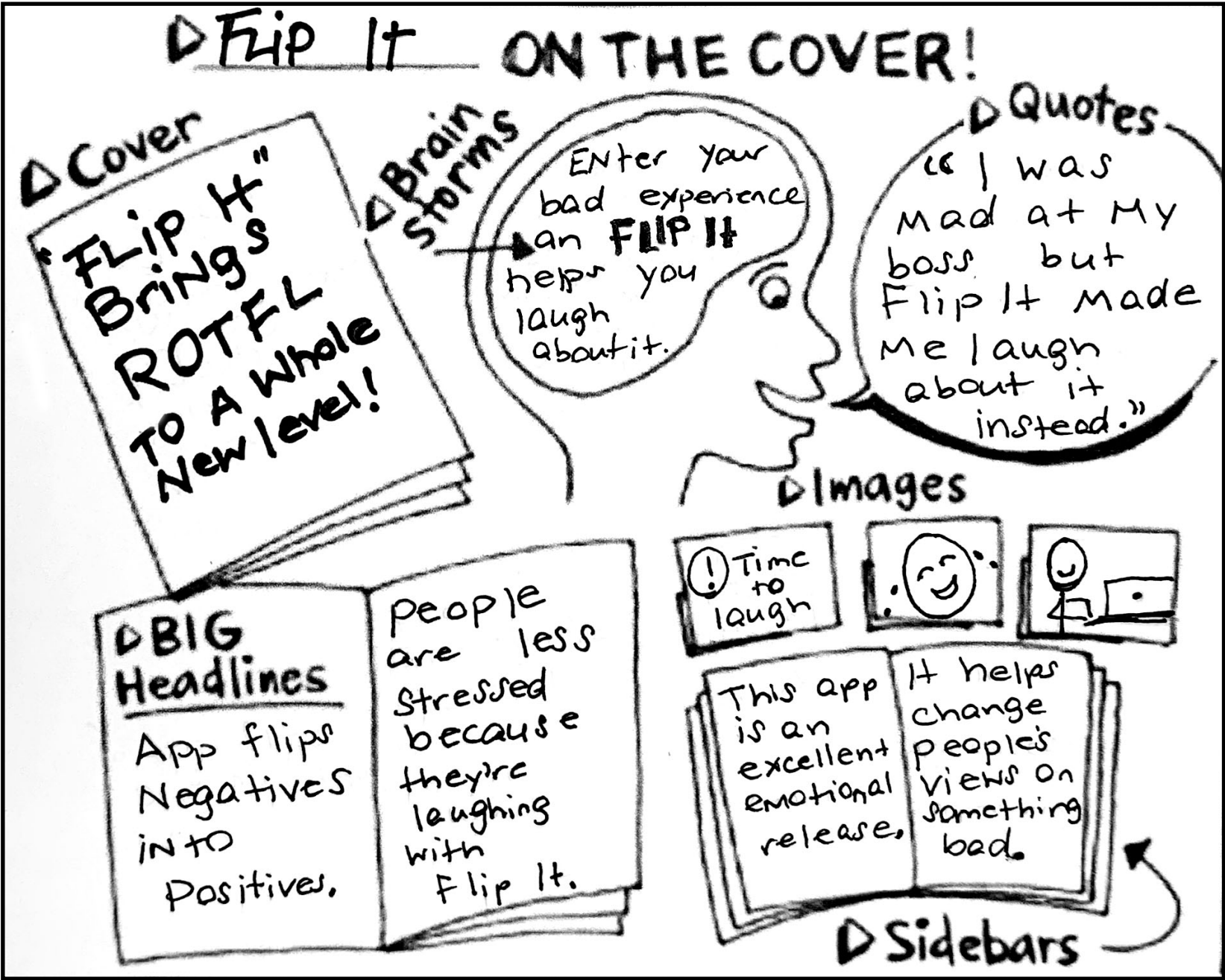
- Upload photo or video of things in your life and app will add a funny comment
- Invite others to create a caption

People Falling Videos

- Watch videos of people falling
- Upload your own to share

Ideation Technique 3

Gamestorm - Cover Story



Results

During my Ideation sessions, I found it most helpful to work with a teammate. We were able to bounce ideas off one another, build on ideas and enjoy the process. Because my teammate was not familiar with ideation techniques, I presented a few options and let them choose. The Worst Possible Idea approach helped alleviate any apprehension my teammate had and got ideation sessions off to a great start. Once the ideas started flowing, the ideation process was a bit easier. All ideas were captured on paper, and after each 3-minute session, we took the time to explain the idea better and flesh it out. In the end, there were a variety of options to choose from, but Day Flipper felt the most unique, feasible, and expandable.

References & Resources

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