

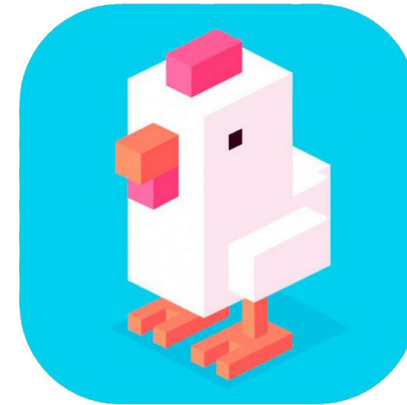
Ideation Techniques



Libby



Squarespace



Crossy Road

Introduction

Purpose

Using Point of View statements created for Libby, Squarespace, and Crossy Roads, I have selected several ideation methods to find solutions.

Ideation Techniques

Braindump

Write down every idea that comes to mind for 3 minutes. Select the most favorable ideas and build off of them for three more minutes.

SCAMPER

This acronym stands for: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse. Each step prompts you to look at the problem from a different angle.

Worst Possible Idea

Participants think of the worst possible solution, which helps relieve the anxiety some people have when brainstorming.

Mind Map

Starting with the main topic in the center of a page, begin branching ideas from it. Then create subtopics branched from those topics, and keep going. The mind map shows how one idea can trigger another. You can then find relationships between ideas for more new ideas.

Creative Pause

Take a step back from ideating and give your brain a break. It will help break any patterns you may be stuck in. Instead, work on something else or go for a walk.

Sketch

Quick drawings with little detail meant to convey an idea. Since precision and detail are not a factor, the designer can keep drawing multiple sketches to generate lots of ideas.

Libby - Point Of View Statement



- 1 Avid readers who put multiple books on hold **need** notifications when their book are available **because** they do not know when their book is available and when they do finally download it, their borrow time is very short so they cannot finish reading/listening to their book.

Method 1: Worst Possible Idea

Ideas Generated:

- A Person knocks on your door and announces it to you
- Pop-up notification in the current book you're reading
- A Horn blares until you download the book
- Carrier pigeon
- Snail mail

Method 2: Braindump

Ideas Generated:

- Push notification
- Email notification
- Countdown timer of when the book will be available
- Phone call
- Chime
- Text message
- Red dot in the corner of the app icon

Libby - Point Of View Statement



- 2 Bibliophiles who read multiple books a week **need** a more robust search feature **because** the current search function works best if you know the book title but not by author or genre.

Method 2: Scamper

Substitute- Change the Title and Author search fields to Best Sellers list, Cult Classics, or Librarian Recommended.

Combine- App with the physical library by showing users a map of the library in the app, and they can tap on a library section to search or view featured books that normally would be displayed on the library's end caps.

Adapt- Incorporate the Good Reads app so users can search what their friends are reading

Modify- Make the search a talk feature

Put to another use- Users create a 'reader profile' with all of their book preferences so Libby can make book recommendations.

Eliminate- Remove books already read from the search results

Reverse- Libby provides a list of popular books that are available to download

Libby - Point Of View Statement



2 Bibliophiles who read multiple books a week **need** a more robust search feature **because** the current search function works best if you know the book title but not by author or genre.

Method 1: Mind Mapping



Squarespace - Point Of View Statement



- 1 Users on the go **need** to be able to make edits on their mobile devices and tablets **because** they need to make changes when they are not near their desktop computers

Method 1: Braindump

Ideas Generated:

- Make the editing pages responsive
- Offer automatic saves
- Have a carousel of common actions on the homepage

Method 2: Worst Possible Idea

Ideas Generated:

- Users email in their changes and Squarespace does all of the work
- Users type DOS prompts to make changes
- Load the desktop version instead of the app whenever people log in
- Users speak their changes to Squarespace

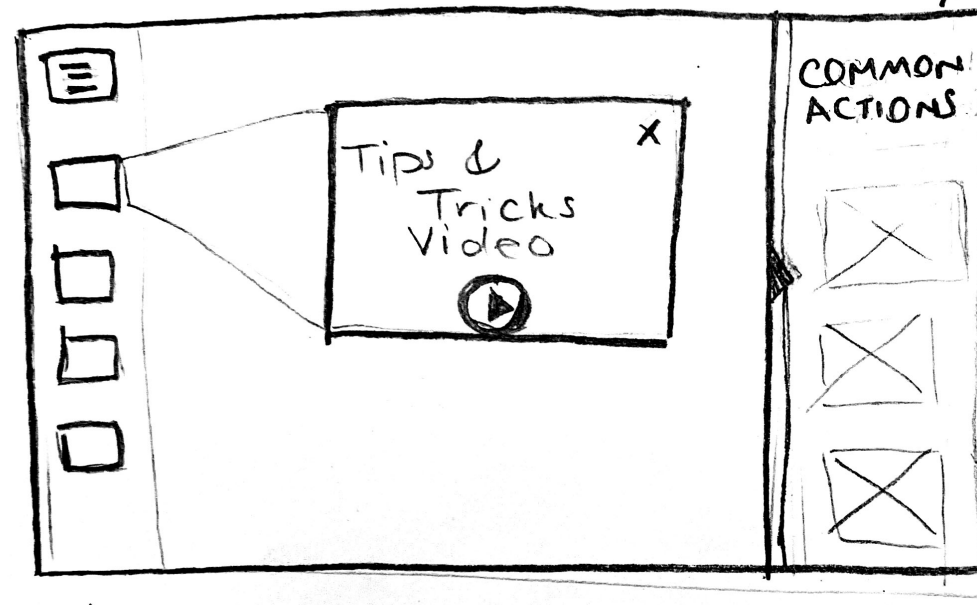
Squarespace - Point Of View Statement



- 1 Users who prefer designing on their tablets **need** all of the functions of the desktop version **because** they love making changes from anywhere.

Method 1: Sketch

Help videos
for each tool



Horizontal view

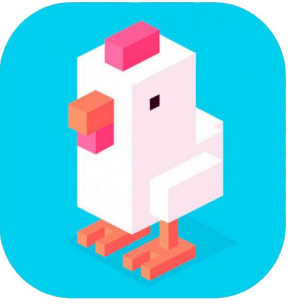
Slider bar
that reveals
more tools
can be closed
to offer more
working space

Method 2: Creative Pause

Ideas Generated:

- Because space is limited, have various screen views users can swipe between
- Create touch actions and teach people what they are with video tutorials.

Crossy Road - Point Of View Statement



- 1 Gamers who enjoy awards **need** constant new characters **because** duplicate characters are not a sufficient reward.

Method 1: Braindump

Ideas Generated:

- Make your own character- customize their colors and give them accessories
- Watch an ad and get a rare character
- Give players a choice of characters to keep
- Out of app 'design your own character' contest

Method 2: Scamper

Substitute- Instead of collecting characters, users collect superpowers such as super jumps, wings, or airplane rides.

Combine- Bring duplicate characters together to start building a family

Adapt- allow players to paint their own characters

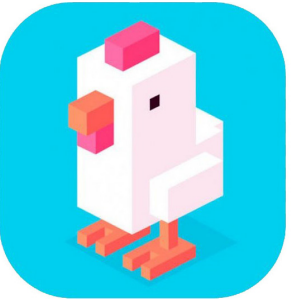
Modify- Players can create characters by swiping through various heads, torsos, and feet

Put to another use- The player becomes the character and a life-sized game. Instead of tapping the screen, users have a special stomp pad that they have to jump on to move in the game

Eliminate- Instead of presents, users could shop at a store and select their characters. With the coins they collect they can buy the characters they want.

Reverse- Get a blank character, and players have to jump to collect their features such as eyes, wings, horn, etc.

Crossy Road - Point Of View Statement



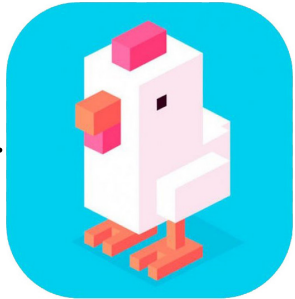
- 2 Gamers who play when bored **need** less ads **because** they do not like their concentration broken between every round and some ads are inappropriate.

Method 1: Creative Pause

Ideas Generated:

- Before the user starts playing, the ads is shown so it doesn't disrupt play time.
- Place advertisements on tops of the vehicles driving past
- Players can cash in their coins for ad-free playtime

Crossy Road - Point Of View Statement



- 2 Gamers **need** less ads **because** they do not like their concentration broken between every round and some ads are inappropriate.

Method 2: Mind Map



Wrapping Up

Ideation Techniques

After putting six different ideation techniques to the test, I was most surprised with the SCAMPER method. I am very familiar with the braindump, mindmap, create pause, and sketch, but I enjoyed how the SCAMPER prompted you to think about the problem from different angles. My most unique ideas came from SCAMPER while I was ideating for Libby and Crossy Roads. For Libby, I thought creating a reader profile would be an excellent solution to help avid readers find new books. After readers complete a survey, the app would make book suggestions. This 'user profile' idea could easily be expanded into a useful feature.

Then for Crossy Roads, because many users are kids, they would enjoy creating their own characters by swiping through various heads, torsos, and feet. It would be amusing to see a character with an alligator head, cat body, and a mermaid tail. The silly characters could add to the whimsy of the game.

Overall, each ideation technique met the goal of creating many various ideas no matter how outlandish. I enjoy the process of letting every off-the-wall idea out and putting no judgment on myself or the idea. Once one idea was out of my head, I had more room to keep generating more ideas that could potentially lead to something great.