

**“Design is not just what it looks like and feels like.
Design is how it works.”**

- Steve Jobs

DESIGN THINKING

Workshop Catalog

**“Good design is obvious.
Great design is
transparent.”**

- Joe Sparano

**“Simplicity is not the goal.
It is the by-product of
a good idea and modest
expectations.”**

- Paul Rand

DESIGN THINKING: IDEATION PHASE

Two-Day Workshop

“Ideation is about shared invention. Attaching a single person to a single idea hinders collaboration and greatness.”

- Brendan Boyle

01 Workshop Overview

What is Ideation - Ideation is a process to challenge assumptions and create ideas for innovative solutions.

Stronger ideas generated in the Ideation phase would mean translating the entire Design Thinking – Discover and Design phase-findings into tangible results. But are the current Ideation tools capable of leveraging the strengths of Design Thinking? Or are we again falling into the same mind trap using another methodology? The current approaches to idea generation revolve around using tools and techniques like -

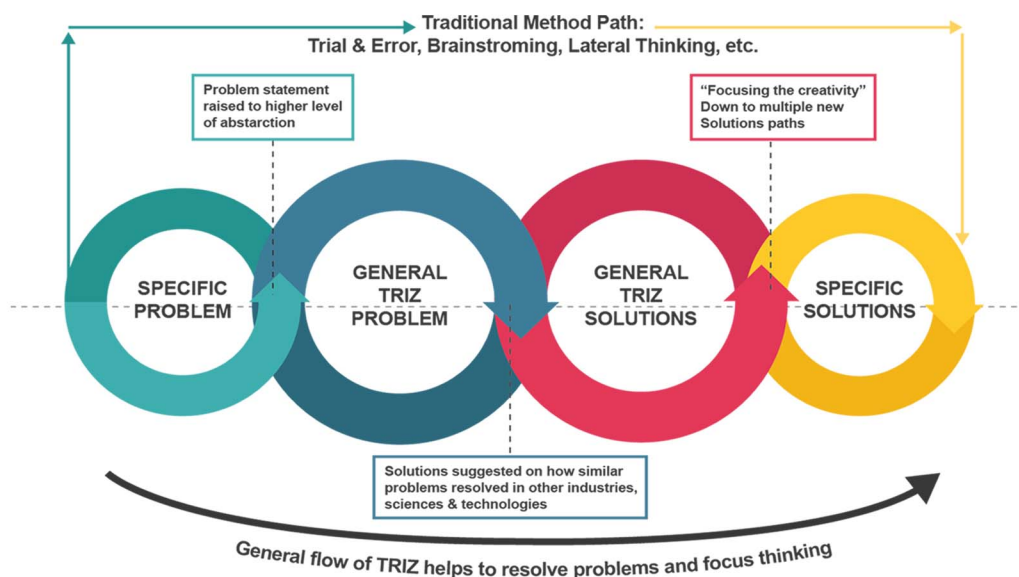
- Brainstorming
- Sketch storming
- Mind mapping
- Storyboarding
- Role playing
- Game storming
- SCAMPER
- Creative pauses and
- Co – creation workshops

Many of these problem solving tools have been used for decades for generating ideas. They are appropriate to generate multiple solutions, but how do you generate stronger solutions as close to the ideal one that enhances customer experience at the lowest cost and

is innovative? Many of these above tools are not capable of triggering creative inspiration and increasing the speed of idea generation. Researchers have identified that they lack the ability to help individuals and teams build skills to overcome mental inertial.

A search for a robust and analytical tool ends at Innovation using TRIZ. It provides a potent blend of creativity and analytical approaches to get closer to ideality in solution thinking. A very good starting point is provided while creating the current Service Blueprint and the definition of the HMW - How Might We statements.

TRIZ Innovation focusses on understanding and formulating the contradictions at the core of the current Service Blue print. Having understood this as a chain of contradictions we can use the time tested inventive principles to create and discover innovative, implementable solutions.



02 Why Building and using Innovation Skills

- We are increasingly asked “to think out of the box” – but lack the guidance or the methodology to do so.
- Traditional approaches like focused brain storming helps us create many ideas but few actually solve the problem
- Innovation is a skill that can be learned and developed through practice
- It helps us to identify contradictions in problems faced and use a systems thinking approach to understand the interlinkages
- Helps us to discover solutions very close to ideality that is also practical and easy to deploy

04 Workshop Curriculum

Day 1

- Design Thinking and Ideation phase
- How TRIZ helps in Innovation and problem solving
- Multi-screen diagram
- Ideality and Resource thinking
- Understanding current situation using ISQ
- Discovering Contradictions
- RCA+- Root Conflict Analysis

03 Workshop Benefits

- Leverage Design thinking approach to generate stronger solutions
- Help participants to conduct Ideality thinking and problem solving
- Learn techniques on identifying and formulating a conflict
- Use Basic TRIZ Innovation tools to identify solutions and evaluate them

Day 2

- RCA+ continued
- 40 Inventive principles for Business
- Contradiction matrix for Business
- Evaluation and selection of ideas using MCDM
- Introduction to the case study and expected outcomes
- Design Prototyping

**“If you think good design
is expensive,
you should look at the
cost of bad design.”**

- Ralf Speth

**Speak to our team at :
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