



# Design: Ideate Part 2 - converge

Co-design program session 6



# Check-in

**Take 2 minutes to consider:**

- What did you notice during your ideation work over the last week
- Why is this a challenge or an opportunity for you right now?
- What is the intention you hold for today's session?



# Progress Update

## **Team guide to share:**

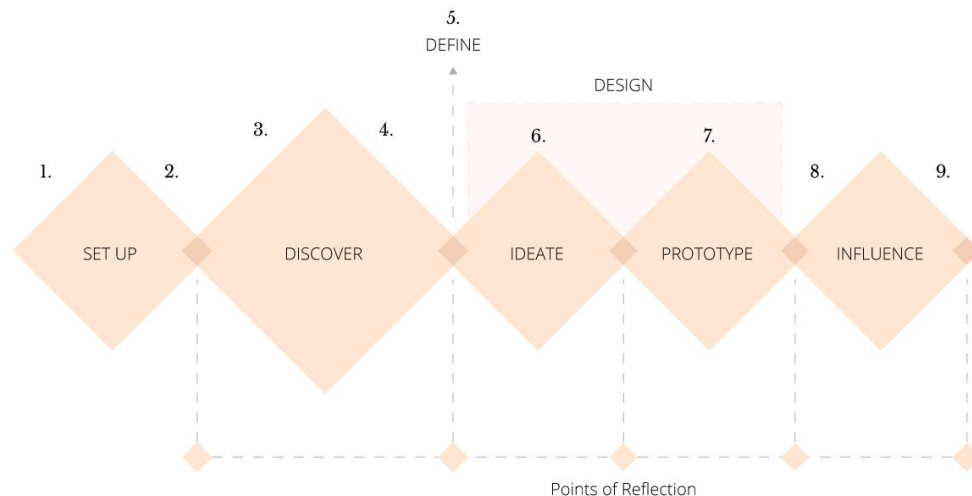
- What did you do between sessions?
- Where did you get stuck?
- How did you overcome this?



# Program Overview

By utilising deep reflection and practical application we can work to immediately apply our skills into real world projects.

Each 2.5 hour sessions, we will learn essential co-design skills and tools and between the weeks, we will apply our learnings to our real world projects.





# Agenda —

- **Share and Capture**
- **HMW Question Check-in**
- **Ideation Part 2: Converge**
- **Idea Shakedown**
- **What's next?**



# Ideate: Converging in Practice

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# Share & Capture

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# How Might We...? Check in

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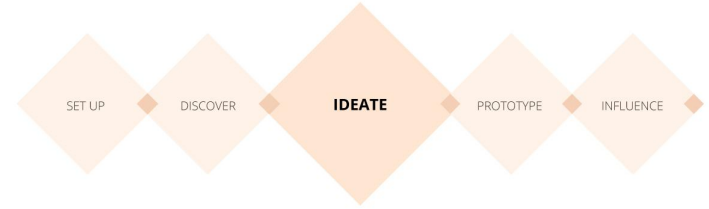
# Break

5 mins





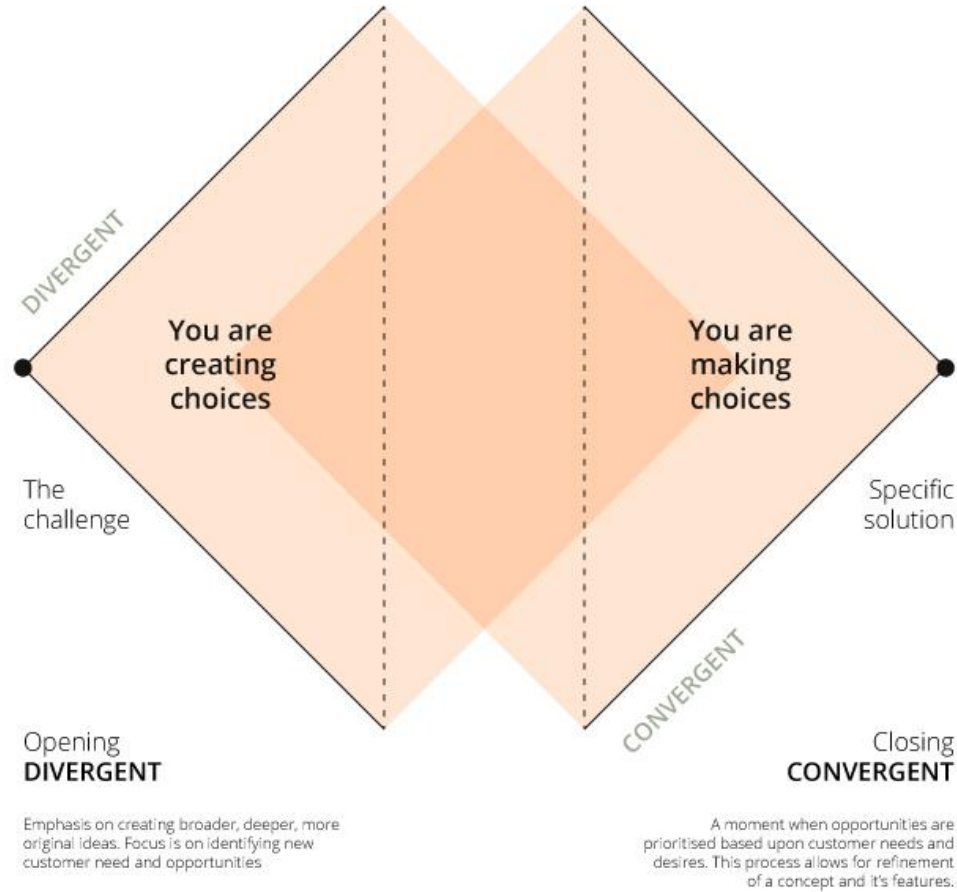
# Ideate



Diverging our thinking to GENERATE as many ideas as possible

Build optimism with our end-users and stakeholder to design better solutions

Have end users and stakeholders involved!





# Co-design to generate innovative ideas

Number of unique ideas generated in each group

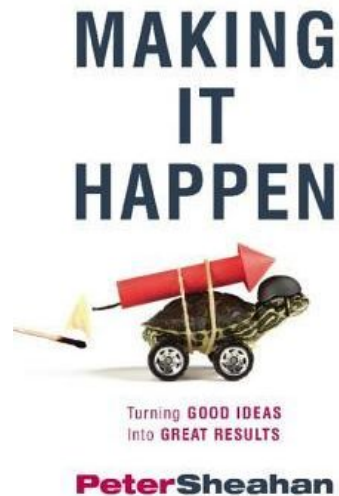




# Making it happen

*'When you express your idea as an aspiration it is easy to support but impossible to buy in to'*

(Peter Sheahan)





# Aspirations to Ideas

## **Aspiration:**

Connect people responsible for innovation in SMEs with others in similar roles

## **Idea:**

A **Virtual Innovation Lab** where SMEs host design sprints, feed in real problems and solve them with peers and community



# Idea Shakedown Part 1

## Tool: The 5 'How's?'



### Activity Instructions:

1. Examine your ideas post-its
2. Separate out any aspirations (there may be repetitions)
3. Take one aspiration and record it on ask The 5 How's Template
4. Ask How? five times
5. Record the concrete idea on a post-it
6. Do as many as you can



# Idea Shakedown Part 2

## Tool: Sifting Ideas



### Activity Instructions:

1. Share your ideas with your team members
2. Do some sorting of your ideas so that you:
  - Sift out and discard any remaining aspirations
  - Sift out any unformed or unclear ideas and resolve/discard them
  - Notice any similar ideas and cluster them
  - Try to have no more than 50 ideas
3. Put your post-it's up on the flip chart
  - Prepare to share your ideas with the rest of the room
4. Nominate a speaker





# Idea Shakedown Part 3

## Tool: Idea Voting



### Activity Instructions:

1. The nominated speaker for each of the teams is going to read out list of ideas
2. Others listen for ideas resonate
3. Use sticky dots to place a vote
4. Team members cast your own votes
5. Move on to the next team

**Spend 5 minutes reflecting as a team on the results from the voting activity**

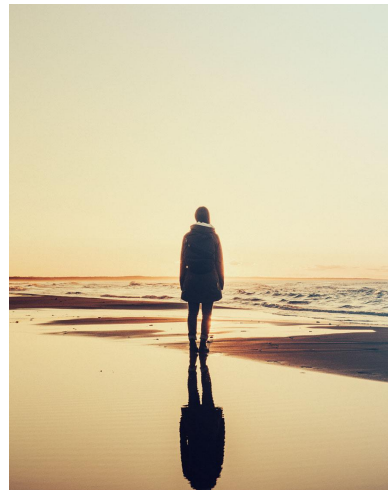
**Allocate one or more ideas per team member for testing this week**



# Reflect

**In your teams, debrief for 5 minutes on the interview you just completed:**

1. What has the experience of converging been like?
2. What was challenging about the activity?
3. What was surprising?
4. How has the process facilitated this insight?





# Seed ideas



These ideas are early, fragile ideas

**They are interesting and compelling, but not robust enough yet to stand on their own**



# Testing ideas

**Go beyond simply asking if they like your idea or not, and for them to give you some feedback**

**Testing in co-design is about enquiring really deeply, ask lots of questions, take paper and pens to map, draw or storyboard the idea with the end-user**

## **Try Asking:**

- How would you see this idea play out in the real world?
- What works about this idea?
- What isn't clear about this idea?
- What's the potential of this idea?
- What else could this idea do?



# Homework

**Between now and our next session, it's time for you to apply your learning to your real world project:**

1. Test your Top Seed Ideas with anyone who'll listen!
2. Do some ideation with some of your problem end-users and stakeholders
3. Do some convergence to sift out ideas with potential from what you generate with end-users and stakeholders
4. Test additional seed ideas if you have time
5. Connect with your critical friend
6. Do a reflective exercise with your team



# Next session



## Step into the First part of the Design Phase of co-design: Ideate

- Diverging to incorporate end-user and stakeholder ideas
- Apply a tool to develop your seed ideas and make them more robust
- We will prototype your top ideas



# Check out



1. Check out in your teams
2. Share how your team is feeling
3. What is your team leaving the room with