

Name

Professor

Course

Date

Design Thinking Reflection Journal II

SCAMPER is an innovative method of brainstorming that enables groups to investigate potential ideas from a variety of vantage points (Dam & Siang, 2021). We utilized it as a spark to ignite the potential of our team and to stimulate wise decision-making among our members. By prompting us to consider ways in which we might enhance the tools, procedures, and other aspects of our work that were already in place, SCAMPER was able to assist the team in generating new ideas. With the help of the scamper and for the purpose of this project, we decided to attempt to build an innovative and superior method of shopping in the event that a catastrophe of the scale of covid-19 ever occurred again. We made rapid progress through the process, during which we encouraged one another to offer ideas while remaining certain that nobody could possibly be in the wrong. Because of this, we were able to comprehend and appreciate a variety of viewpoints, depending on the person doing the speaking. It revealed each individual's personality as well as the amount of design thinking detail possessed by that individual. Each woman has the ability to delve deeply or remain on the surface level. The best part is that when everyone's ideas were integrated, we leveled the playing field, which made it possible for amazing ideas to emerge from all levels of the members of the group.

"Flaring and focusing" may help one develop better ideas and come to a conclusion quicker, which is something I've learned through the experiences I've had over the last few weeks. The team will generate as many ideas as they can during the "flare" stage, and then during the "focus" stage, they will choose the concepts that seem to have the greatest potential. It is comparable to the methods known as "convergence and divergence." The diverge-and-converge teamwork approach consists of two stages: (a) a diverge phase, during which members work autonomously to generate personal opinions; and (b) a converge phase, where they talk about the outcomes of the diverge step as a team in order to choose on some cooperative outcome. Divergent thinking carries a challenge and tries to determine all of the potential drivers of that issue, and then generates a list of all of the ways in which those drivers can be resolved. It enables us to analyse the information gathered along with theory developed during divergent exercises, which enables us to select the most effective routes forward and how to react to the task that is currently being worked on.

3 Insights

- a) a) The practice of brainstorming need to adhere to the norms of brainstorming (Brainstorming - Rules & Techniques for Idea Generation, 2019). What I've discovered is that there should be some form of guidelines followed while brainstorming, since these norms serve to set the scene for good brainstorming. In the past, we had a hard time with the brainstorming process, but now that we have the guidelines from IDEO at our disposal, I feel that the process is much more streamlined and it produces a greater amount of fruit than it did in the past. Nevertheless, in order to get proficient in the procedure, I will need to undertake further practice while keeping the guidelines in mind.

- b) b) If we want to develop new ideas, we need to push ourselves beyond of our comfort zones (Brainstorming - Rules & Techniques for Idea Generation, 2019). IDEO suggests that in order to generate new ideas during the brainstorming phase, it is necessary to give ourselves permission to start with an excess of more options in the planning stage. These options should include the more outlandish ideas. After realizing that any and all ideas are needed at this stage, I am now comfortable sharing any idea that comes to mind. In the past, I have found it difficult to articulate the strange ideas that came to me during the group brainstorming activity. However, after learning that every idea is viable at this stage, I am now able to do so with ease.
- c) Both convergent and divergent activities are vital for brainstorming. I have learned that in order to generate great number of ideas more quickly, it is good for a group to diverge in the initial thinking process and then converge in the later stages of design thinking.

Insights form *Rotman on Design* text.

- a) a) The HMW statements are best used in divergent thinking (Balcaitis, 2019). When it comes to crafting HMW questions, I've discovered that despite their seeming simplicity, there's really a little more to them than meets the eye. The quality of the thoughts that they inspire is directly proportional to how well you write them. This realization came from the part titled "How Might We.... Part II," and it is profound for the following reason: the construction of how-might-we questions provides innovative answers while keeping groups engaged on the appropriate challenges to address.

- b) The five why technique. This is a good insight that I gained from the HMW section, and it is beneficial since the strategy encourages people who are trying to solve problems to look deeper than what seems to be the problem on the surface. By delving deeply into the underlying reason of the problem and repeatedly asking the question "Why?"—at least five times, but as many times as is required to get to the issue's real, underlying cause—we may get a far more profound comprehension of the problem.
- c) Design process is not for 'Creatives' Anymore (Balcaitis, 2019). The perspective of the Design Process as a participatory problem-solving process enables us to effectively see that instead of a cryptic exercise strictly reserved for the "creative types" in an organization. The design thinking process has the potential to improve any team's ability to cooperate, organise their thoughts, address the real nature of the issue and user, and come up with the most effective solution available. For example, in our group that uses design thinking, everyone is able to easily use the methods of this approach and come up with ideas, which we then assess and try to get the most appropriate conclusion feasible from. There is no specific individual who is 'creative' to handle the process alone.

References

Brainstorming - Rules & Techniques for Idea Generation. (2019). IDEO. Retrieved from <https://www.ideo.com/pages/brainstorming>

Dam, R. F., & Siang, T. Y. (2021, August). Learn how to use the best ideation methods: Scamper. The Interaction Design Foundation. Retrieved August 23, 2022, from <https://www.interaction-design.org/literature/article/learn-how-to-use-the-best-ideation-methods-scamper>