MadeFor Toolkit

'Six do's and don'ts for a successful UX ideation session.

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The Worst Idea

The Worst Idea technique can be used to boost creativity and confidence during an ideation session. Thinking about opposites challenges your assumptions and helps you to perceive a problem from a new perspective.

To successfully execute the Worst Idea ideation technique, make sure to follow the following steps:

1. Come up with as many bad ideas as you can with your team.
2. Mix and match various awful ideas to see what happens.
3. List all the properties of the terrible ideas you came up with.
4. List what makes the worst of these properties so very bad.
5. Search for the opposite of the worst attributes
6. Write them down as new and positive ideas!

*Interaction Design Foundation, 2002*
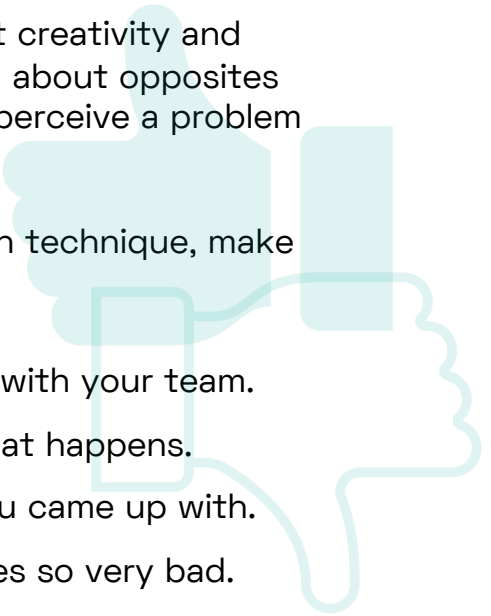
Six Thinking Hats

This ideation technique challenges the way people are wired to think about problems and potential solutions.

By giving members of your team a specific "thinking hat" during the ideation, they're forced to think solely in the way the head prescribed them to think. This challenges your bias, and helps you to come up with more objective input, more critical input and also a fresh angle!

Check them out to understand the characteristics of each of the hats and try them on.

Six Thinking Hats, Edward de Bono, 1985.

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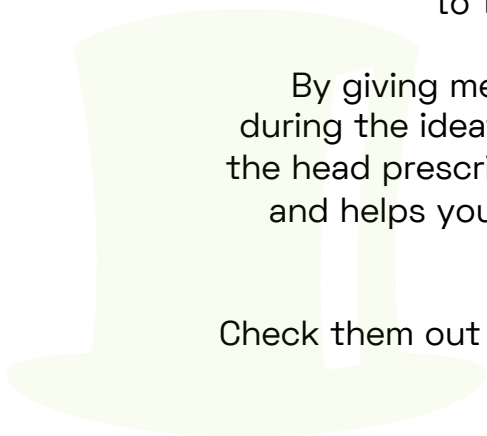
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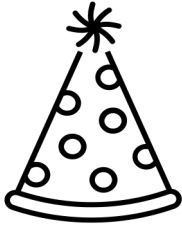
## The White Hat
The Neutral Objective

The white hat focuses on data and information. It is using information that is currently available and looks for information that is still needed. It tries to figure out the gaps in knowledge and takes notice of them.

The Red Hat
The Emotional View

The red hat looks at problems from your intuition, gut reaction and emotion. It allows you to express feelings and concerns without justification or prejudice.
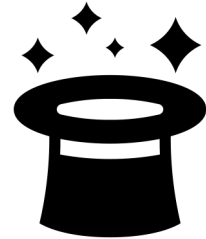
The Black Hat
The Logical Positive

The black hat points out the potentially negative outcomes and looks at the problem with caution and defence. It's primary focus is trying to figure out what doesn't works.

The Yellow Hat
The Logical Positive

The yellow hat does the opposite of the black hat! It makes you think about the optimistic outcomes and helps you see the benefits and value of the decisions.

The Green Hat
The Creative One

The green hat focuses on creativity. It is all about looking at the problem and coming up with the most creative solutions. It is thinking outside of the box with little criticism towards the idea.

The Blue Hat
The Process Control

The blue hat is all about controlling the process. It is ensuring that summaries are being provided, conclusions are being made and decisions are being presented.

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Scavenger Hunt

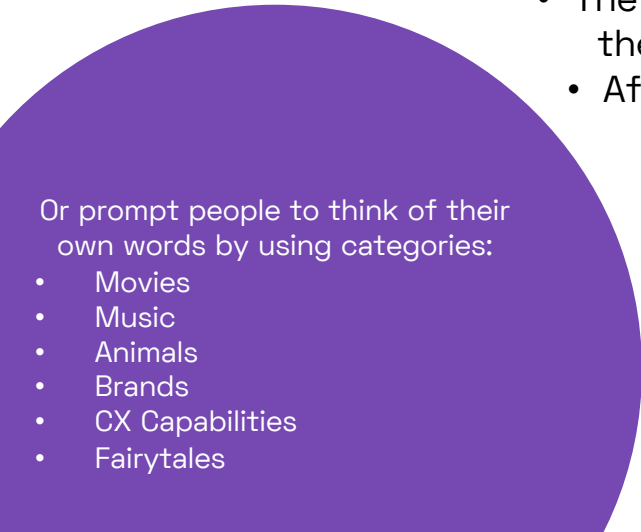Get people energised during online meeting with a nostalgic activity!

- Prepare a list of items you want people to find online. (Try to think of items that will allow you to get to know people better and use this activity as an icebreaker!)
- Depending on the length of your list, set a competitive timing which required people to act fast.
- When time is up! Let people show their findings and share the stories.

- Your favourite book
- Your go to snack
- Something that describes you best
- A childhood picture
- 2 things that have wheels
- A creative object you can eat with
- Something you dislike
- Something you can't live without

Online Charades

Everyone knows Charades and why not try and go for an online version?

- Share the link to: https://www.getcharadesideas.com/.
- Have one person open the link, mute themselves and act out the word they get in the link.

- The rest of the group guesses collectively.
- The person guessing correctly can point out the next charades victim **and** get's a point!
- After everyone had a turn, the person with most points wins!

Or prompt people to think of their own words by using categories:
- Movies
- Music
- Animals
- Brands
- CX Capabilities
- Fairytales

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Out-of-the-box questions

As human being, we're wired to think into patterns that make sense for us. However, sometimes the best ideas come from the most unexpected corners of our brain.

Asking questions that challenge you to think differently, can give insight into new perspectives which leads to a new angle.

Think of questions such as:

1. What would I do if I have one hour to fix the problem?
2. If I were to provide a solution using one word, what would it be?
3. What will be the easiest way to fix this?
4. What colour/age/weight is this problem?
5. What gift would you buy for this problem?
6. What movie can you compare this problem with?
7. What is the best solution possible?
8. How would an opposite industry tackle this problem?
9. What would Walt Disney/Dolly Parton/Morgan Freeman do?
10. What if the problem were a solution?
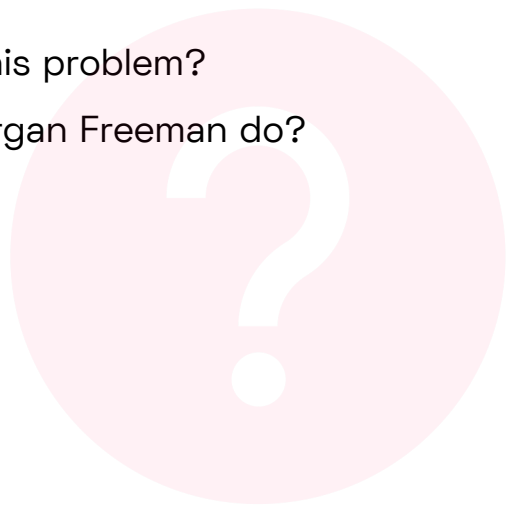
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What helped you generate the most ideas effectively?

Share it with us.

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Thank you

Talk to us.