

Ideation is the next step in the design process. In order to have the best results one must think creatively. In a TED Talk titled “How to Build Your Creative Confidence” by David Kelly, he exclaims that the majority of people don’t think they are creative. Many people believe that you either have it or not and if you don’t you simply aren’t capable of it. This affects many of us because it prevents us from moving forward in anything that requires the slightest amount of creative thinking. In contrast to what many people believe, creativity is actually a skill that can be learned and developed over time. If one practices thinking creatively it takes away the initial fear that many people experience.

The power of the “Creative Spirit” is discussed in an article written by Daniel Goleman, Paul Kaufman, and Michael Ray. In it, it explains that one’s creative spirit can help the person by allowing them to think further than the “traditional way” of problem solving. Empathy and design thinking are similar because the solution is only viable if it meets the needs of the customer or is able to solve a particular problem. When one is working their way through the empathy and creative process it is important to remember that the same needs must be remembered and thus given much thought. In the aforementioned article, the first step when it comes to ideation is to “immerse yourself in the problem.” By doing so, you are not only consciously thinking about the problem at hand but you will not be setting any limits for yourself when it comes to your imagination. In the design process it is important that one thinks about each and every detail and method.

It can be difficult to come up with ideas, especially when dealing with certain deadlines. This is why ideation, which is the next step, is so important. This process takes place after a list of the best ideas are discussed; the main being to find the best possible solution. Once a possible product or solution is chosen it is then time to take time to design it while also keeping it human centered and one that could fit into our reality. This concept was demonstrated in my design research and methods class when my partner and I were assigned to create a catapult that would launch a small ball of Play Doh over 12 inches. It took us a while to come up with what we needed and what its purpose would be. The time limit was also an extra stressor and we grew more and more nervous as the seconds past. Even though our design wasn’t functional we were still able to see other working models that had been built by our fellow classmates. In addition, we were also assigned the task of making carnival rides for bugs. Yes, that’s right BUGS! As with the catapult, all that was available to my partner and I were simple desk objects, craft supplies, and Play Doh. For some reason this was an easier task because we could have created anything rather than just being limited to one specific thing. It was a fun and educational experience because we both were able to use our creativity in different ways and see how they could contribute to something bigger.