Guerrilla Ideation | Studio Task #3 (Individual/Group)

Due: Friday, Oct. 17, 2014

Goals

The goal of this assignment is to learn how to simply sketch out as many new ideas as you can as quickly as you can and then come together as a team to select which ideas have merit to move forward.

Assignment

1) Grab a stack of paper. Take 10 minutes and *individually* sketch 10 new project ideas for your domain (interfaces, people in scenarios, products, etc.). These do not need to be detailed. Stick figures even are fine. Keep it loose. There are no rules. Everything is feasible. There are no limitations. Dream. (funnel outwards). After sketching ten, pick your best 5 ideas.

2) Come together as a *team*. Take 15 minutes total for each person on the team to go through their stack of 5 best ideas and briefly explain each sketch. Put ideas that match up together if they are related. Merge ideas if necessary (funnel inwards). Feasibility, impact, and your interest is now brought to bear. Rate each idea on a scale of 1-10 (10 being best). Agree on the rating.

3) *Document your top 2-3 ideas* by annotating the sketches with any additional information (text, sketches, asterisks, etc.) to make the ideas clear to others. Redraw the sketch if necessary to make it clearer.

Deliverables

Top 2-3 ideas
Sketch for each of top 2 or 3 ideas with necessary annotations to make clear what the idea is to others. Turn your sketches in to the CA at the end of studio.

Grading

You should complete this assignment in studio. Make sure your sketches and annotations are as clear and as complete as possible.

For this assignment, you will be graded on the quality and originality of your ideas as well as the accompanying documentation (annotations).