

# The process of ideation



## Starting point

Review all the research you have done with fresh eyes and define a scope.



## Immersion, inspiration

Use the raw data from the research as an inspiration. Review your notes, pictures and all the material you collected. New ideas can always arise!

## Split the challenge

Don't think about everything at once, split it into different tracks.



## Select contributors

Consider finding help from stakeholders.

## Generate many ideas

Choose different methods of ideation to shape the idea or help you think about different ideas.



## Select Ideas

Combine your ideas or rank them to decide which ones are the best.

## Prototype

Develop a prototype to test your discoveries and start the process again if needed.

