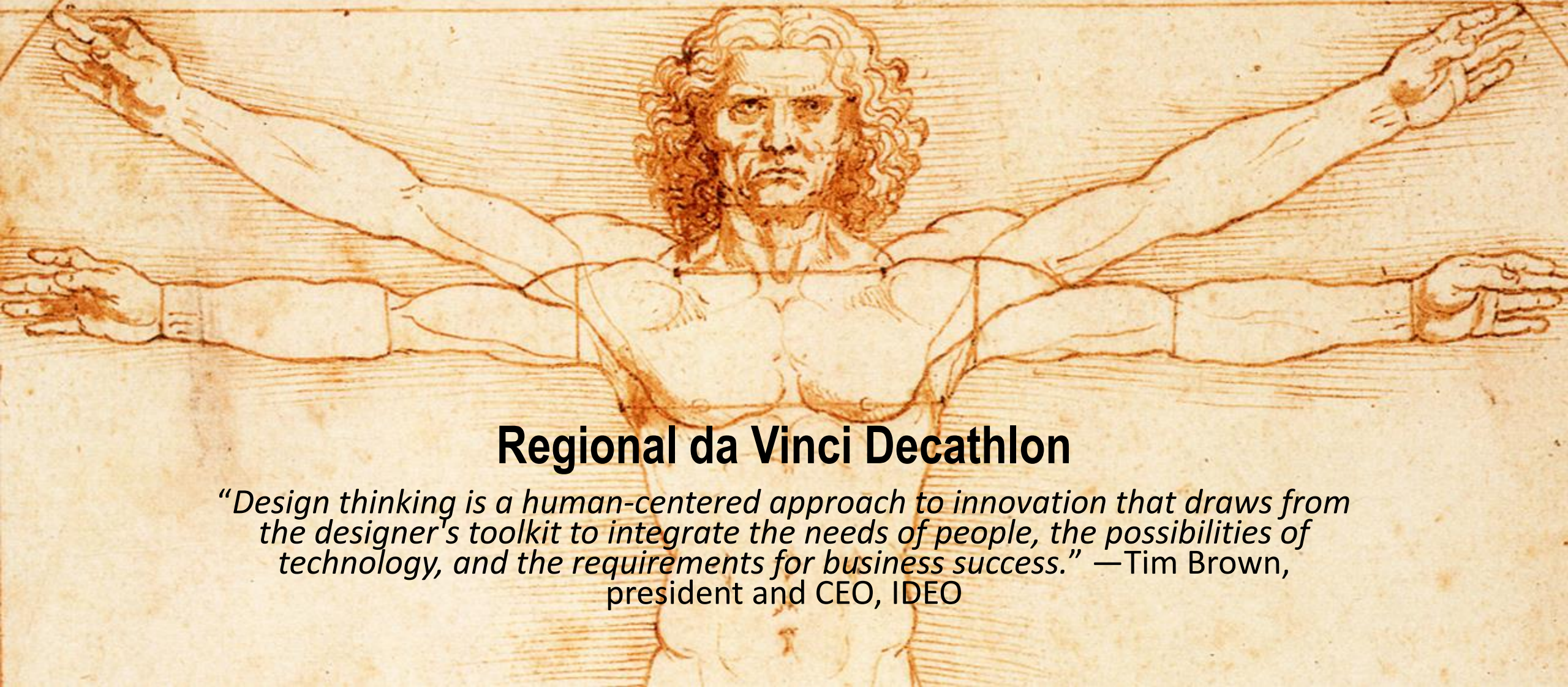


# Ideation Task



## Regional da Vinci Decathlon

*“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”* —Tim Brown, president and CEO, IDEO

# Ideation

- 💡 Ideation involves all of the important skills of design thinking. It is the creative and innovative process of generating, developing, and communicating new ideas in response to a problem or challenge.
- 💡 Leonardo da Vinci was an innovative and futuristic design thinker!
- 💡 The new da Vinci Decathlon task unleashes the 21<sup>st</sup> century skills of creativity, critical problem solving, collaboration and communication. Design thinking is now used by organisations across the world to develop new solutions to major problems and issues.
- 💡 The team will be using the design thinking process to generate ways to respond to a major modern problem or issue.

# Ideation task

- 💡 Your team will be given a real-world problem and issue and will be required to generate an innovative and creative possible solution.
- 💡 You will be provided with some background information.
- 💡 You will have 90 minutes approximately during session 1 to complete the task.



# Ideation Task

💡 **Ethical decision making framework:**  
Ethics refers to well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. It is about having the courage to tackle difficult problems and believing what we are doing is right. (15 marks)



# Ideation Task

- 💡 **Design Brief:** The brief identifies the problem, outlines the ethical issues, the challenges and the research findings, and proposes a possible solution. (15 marks)
- 💡 **Reflection:** Reflects on the new ideas generated and whether they will work, questions not answered, the implementation and dissemination of the solution. (15 marks)



# Ideation Task

💡 **Prototype:** This is a way of disseminating your ideas and solution to an audience. You could create a story-board, a mind-map, a diagram, a model or a narrative. It is up to the team! You need to develop a way to make your ideas and possible solution clear to an audience. (15 marks)

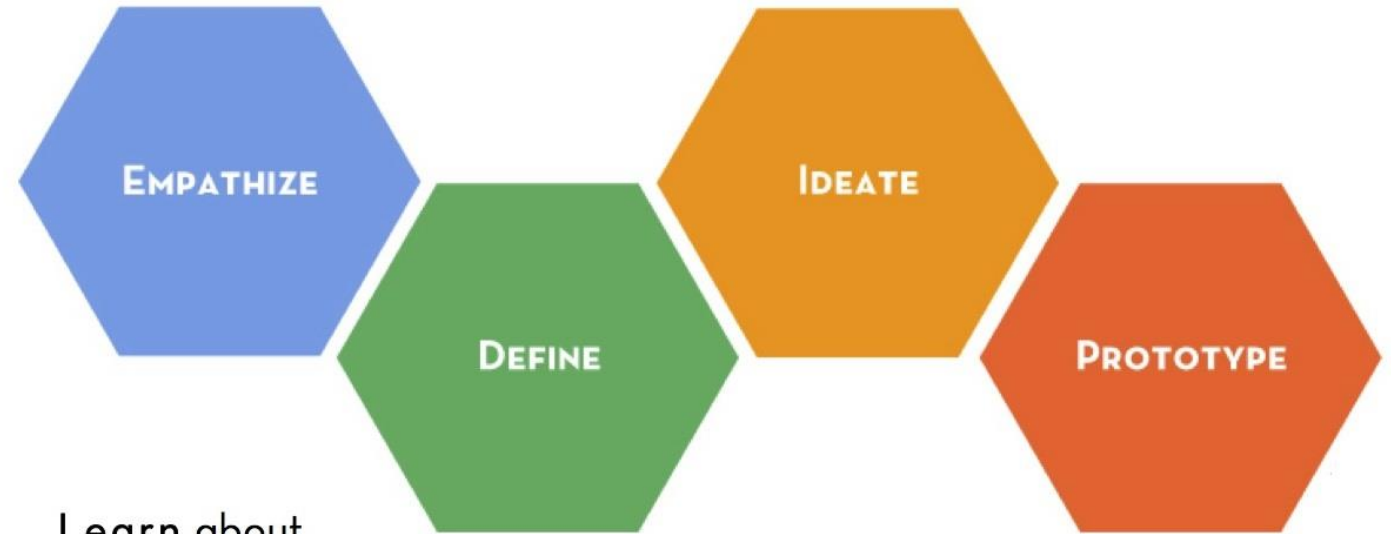


# We are all DESIGNERS!

## Readings

 <http://designthinking.ideo.com/>

 <https://www.ideo.com/work/toolkit-for-educators>



Learn about the audience for whom you are designing, by observation and interview.  
*Who is my user? What matters to this person?*

Create a point of view that is based on user needs and insights.  
*What are their needs?*

Brainstorm and come up with as many creative solutions as possible.  
*Wild ideas encouraged!*

Build a representation of one or more of your ideas to show to others.  
*How can I show my idea? Remember: A prototype is just a rough draft!*