

About this activity:

# A method of building on insights and established design patterns in order to create initial design ideas.

Before Starting This Activity:

**Required:** Participants should have conducted research in order to collect raw data, and should have transcribed that data into an easily consumed format.

**Preparation:** None

Activity Details:

-   Is an individual and/or group activity
-  Produces one idea per minute
-  Materials required:
  - Yellow, blue, and green cards

1

Identify Insights by examining human behavior, asking “why”, and describing a provocative statement of truth. Write the insights on yellow notes.

**Insight 22**

People are expanding their understanding of “appropriate” human to human interactions, as they search for meaning in the minutia of their daily lives.

(#14, 15)

Extract insights from your research; four or five contextual inquiries will generate 8-10 key insights. Spend time crafting the insight to be specific.

2

Identify patterns by examining trending topics in culture. Trends can extend across popular culture, technology, fashion, etc. Write patterns on blue notes.

**Pattern G**

Reality television has moved from realistic, top surreal, to “car-crash-in-slow-motion.”

You can use patterns that are “appropriate” to your context, in order to provoke “safe” ideas. You can use patterns that are extremely disassociated from your context, in order to provoke “wild” ideas. Try to identify fifteen or twenty patterns.

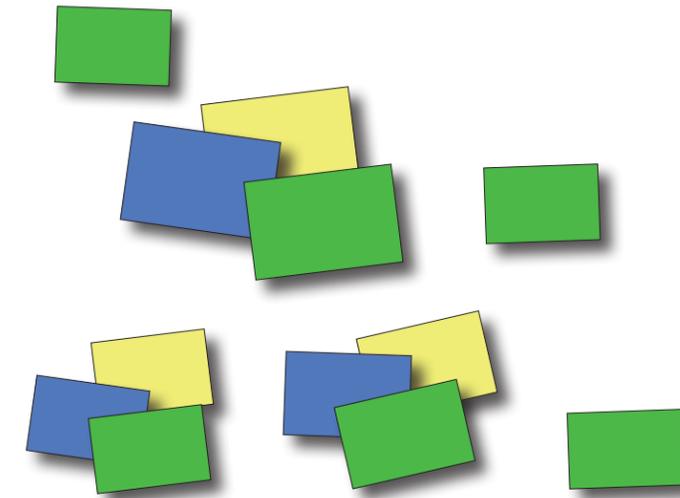
3

Combine insights and patterns to force a new design combination. Spend no more than one minute per design idea. Write the idea on a green note.

**22-G**

A dating site that puts people into finite situations of absurdity, which is live-streamed to the internet and open to online commentary.

Mingle the blue and yellow post-its, moving them around physically, and actively reflecting on potential combinations. Force each combination into a new design idea. Write the idea on a green post-it note.



*Insight Combination:*

- is best done in groups
- generates lots of ideas in a short time
- requires yellow, blue, and green cards (limit the card size in order to force rapid ideation)
- is best used at the beginning of ideation, to provoke lots of new ideas