Ideation Methods & Human Design

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ICM 517

Introduction

When designing an application, it is important to keep the user in mind. Designing with a person in mind is known as human design.

A good exercise to practice human design is to create an app with a loved one or even yourself in mind.

For this example, I will be designing apps with myself as the user in mind.

Research

A good place to start when designing an app is to look at what is liked about current apps...

Applications I Like:

My most used apps are BlueSky, Tumblr, and Spotify because they are all easy to navigate. Also the algorithms for the social media are much more focused on seeing the feed of the people you follow, rather than what is popular.
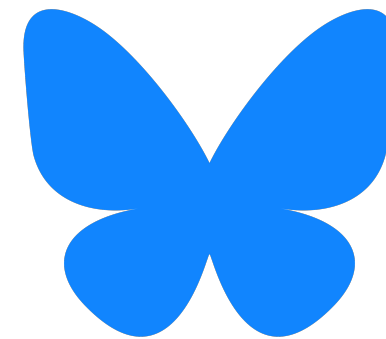
Research

...As well as what is disliked about current apps...

Applications I Dislike:

Apps that remain on my phone, but that I dislike using are the Kaiser Permanente App because it is very difficult to navigate.

I am also not a big fan of X and TikTok because the algorithms are too distracting and evasive.
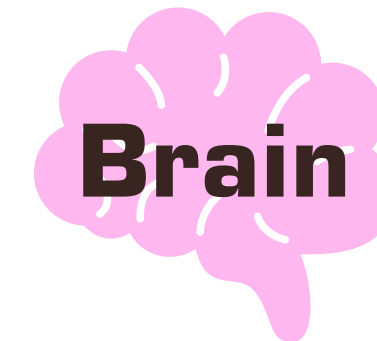
Ideation Methods

Ideation Method
Brain Storming:

Brain storming is writing down all the ideas that come to mind. The quality of ideas does not matter as much as just getting your ideas out there.

In my brainstorm for potential app ideas, I came up with a lot of different options, varying from useful to just silly.

Brain

- App where you get to play through visual novel versions of classic books.
- App that helps people learn better cordination.
- App that keeps track of stuffed animals.
- Pokemon Go but you collect house hippos.
- Moo Deng Pocket Pet app.
- App for getting rid of and trading books you are never going to read.
- App that helps suggest layouts for furniture based on room size.

Storm

- App to help keep track of all your passwords.
- App that reminds you to take meat out of the freezer for dinner.
- App that identifies dog breeds.
- App that helps with meal planning that also teaches basic cooking skills.
- Weather app that is a digital snowglobe that reflects local weather.
- App that keeps track of all your dog's toys.
- Social media app that encourages use of proper grammar.

Ideation Method
Mind Mapping

Mind Mapping is when you take one key idea or problem, then write down all related ideas and connect them. This creates a map of your mental process.

For mind mapping I decided to focus on one idea that spoke to me the most, which is the idea of Hippo Sanctuary.

Different hippos respond to different traps

Trainers have different style of traps

Catch House Hippos with House Hippo Traps

What keeps people engaging with the app?

Objective is collect all the different house hippos available.

Different House Hippo "trainers" to help you learn how to best catch the hippos.

Despite the Pokémon Go inspiration, this needs something to set itself apart from Pokémon Go.

House Hippo Sancturary

DIfferent house hippos for you to collect

No hippo fighting

Like in Pokémon Go, the app uses your phone camera to simulate the House Hippo in the real world

Hippo Terrarrium to keep all your house hippos.
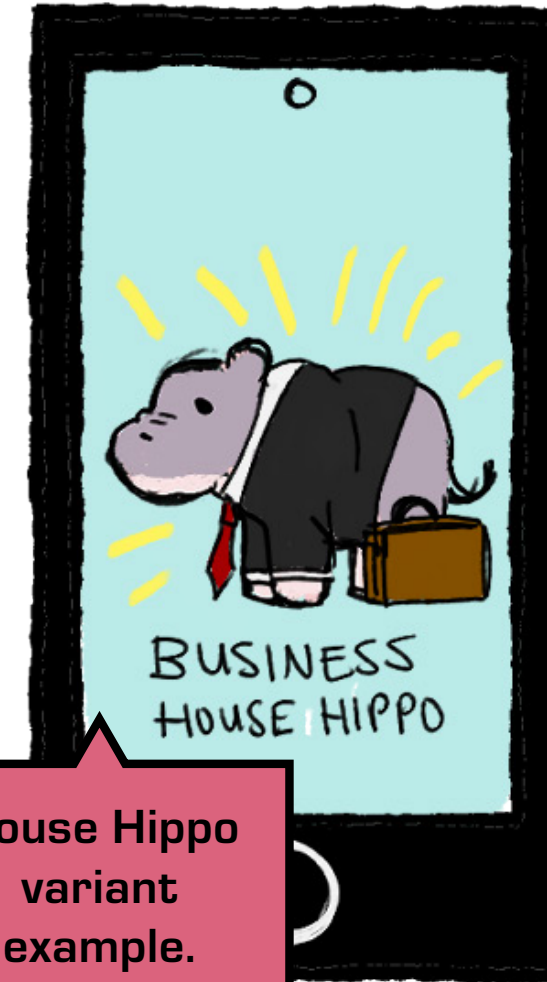
Ideation Method
Sketch Storm

Sketch Storming is when you use sketching to explore design ideas. The drawings do not need to be perfect, but the drawings need to communicate the meaning.

To further develop the idea of Hippo Sanctuary, I did some sketches to mock-up what the app would actually look like, as well as the different functions of the app.

Different pages of the app
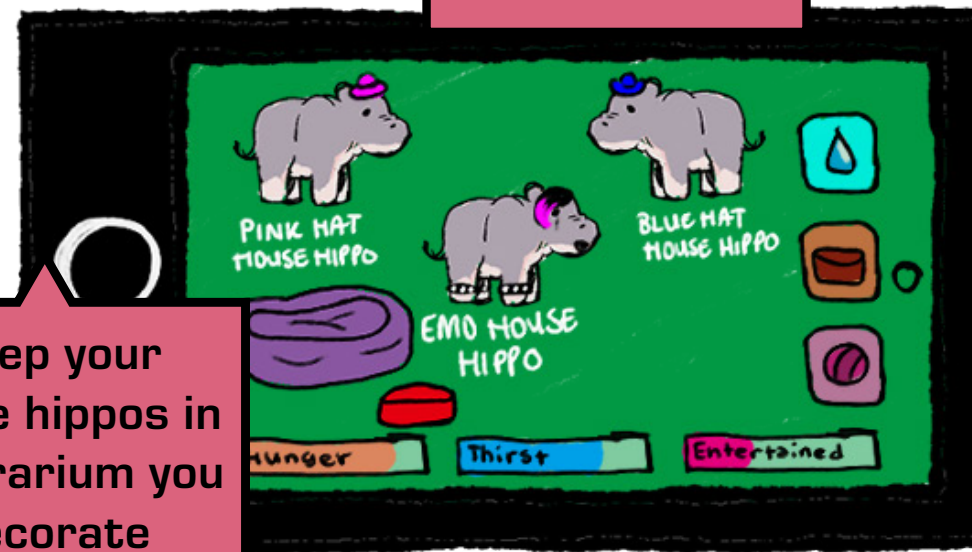
Catching house hippo with a house hippo trap

Take care of your house hippos or they will run away

House Hippo variant example.

Keep your house hippos in a terrarium you decorate

Have personal playtime with your house hippos

BUSINESS HOUSE HIPPO

You have neglected your house hippo

Now they're running away

PINK HAT HOUSE HIPPO

BLUE HAT HOUSE HIPPO

EMO HOUSE HIPPO

Hunger   Thirst   Entertained
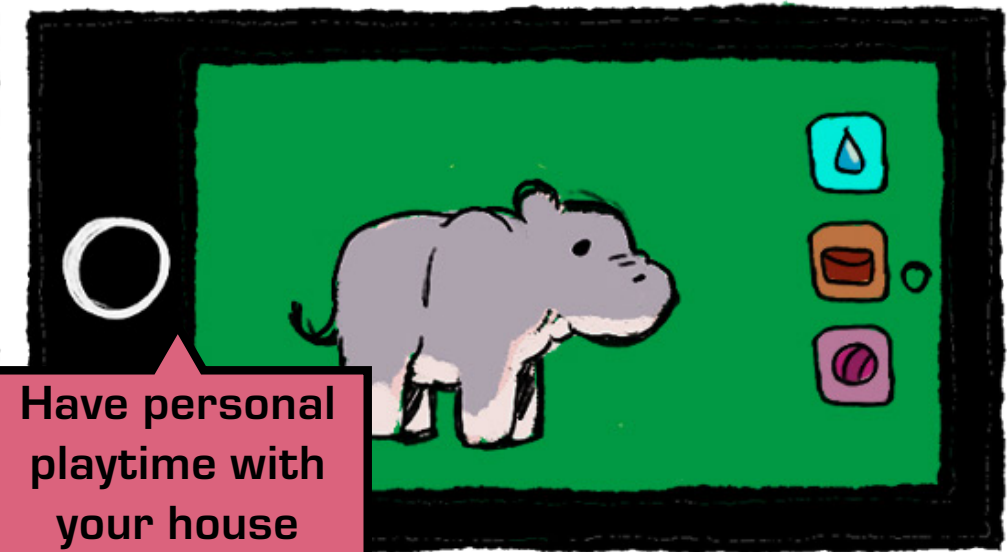
Conclusion

By using different methods of ideation, I was able to come up with a cohesive idea for my House Hippo Sanctuary App.

While one ideation method can certainly help to flesh out an idea, using multiple methods of ideation can help to think about an idea or problem in different ways, and come up with unique solutions and ideas.