

# Ideation & Concept Creation

Creating compelling visions of what is possible through written, visual, and diagrammatic formgiving activities.

## Generative Formgiving

*The ability to create and communicate new and different future states through various levels of written and visual fidelity*

### Post-it Note Concepting

Generating a concept with enough detail to communicate intent, but vague enough to allow for interpretation from a viewer

### Scenario Writing

Creating written stories about how a person plausibly uses a concept to achieve their goal

### Visual Frame Identification

Identifying the sequence of use, level of zoom, and level of fidelity necessary to illustrate a new concept

### Vignette Creation

Creating single page visualizations that demonstrates the magic moments of new ideas

### Storyboard Creation

Creating multi-frame stories to illustrate how a new design is used over time

### Hero Flow Creation

Creating wireframes that show the main ways a user will interact with new interface

## Systemic Formgiving

*The ability to create and communicate new and different future states through abstracted representations of a system, its touch-points, and their use, over time*

### Capability Identification

Describing the functional and emotional outcomes that will be delivered by the new product or service

### Journey Mapping

Creating a visual representation of a user's actions, emotions, and decisions, as they interact with a new design over time

### Service Blueprinting

Creating a visual representation of a system's actors, touch-points, and interactions (internal & external) over time

### Process Flow Mapping

Creating a visual representation of a system, its components, and a user's decisions and states over time

## Evaluative Formgiving

*The ability to create a usable representation of a concept, identify design assumptions, and evaluate these assumptions through iterative testing with people*

### Hypothesis Creation

Making an educated guess about the usability and usefulness of a new design

### Validation Testing

Creating the stimulus and testing plan to allow for users to imagine and evaluate the potential value of an end state solution

Objectively testing the appeal of a design without inserting bias, and capturing the resulting feedback

### Usability Testing

Creating the stimulus and testing plan to identify usability defects while a user uses a new design

Objectively testing the comprehensibility of a design without inserting bias, and capturing the resulting feedback

## Constraint Identification

The ability to create or identify creative boundaries within a particular problem context and use these to guide generative or divergent thinking

## Divergent & Parallel Thinking

The ability to create, identify, and sustain multiple solutions to a problem for as long as possible without selecting one

## Rapid Ideation & Iteration

The ability to quickly make revisions to an idea, prototype, or visual model to achieve a new or divergent outcome

## Critique

The ability to engage, consider, and iterate from external perspectives or criticism of an idea, prototype, or artifact