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Ideation Methods

Principles of User Experience
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OVERVIEW & METHODOLOGY

The purpose of this assignment was to experiment with different ideation methods. Because I was working on my own for this project, and without a team of other design thinkers my options were slimmer than they would have been otherwise.

Utilizing previously developed Point-of-View (POV) statements, I used these different ideation methods to come up with potential solutions to the identified problems. The methods I used were: Brain Dumping, Analogies, and SCAMPER.

Brain Dumping is the process of getting all of the existing ideas in your head out and on paper. Any ideas that were swirling in your mind should be out in the open as to not cloud your head for further ideation.

Analogies is an ideation method that forces you to look at the problem from different perspectives to develop other potential solutions.

SCAMPER stands for: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Rearrange. By using these different perspectives, it requires you to look at your product and problem through different lenses to see if there is potential for it to be reworked and redesigned for improved functionality.



APP I: HEADSPACE

After addressing user frustrations with the Headspace app, I realized that there were a multitude of issues surrounding an expensive paid subscription, and limited free options. To summarize these concerns, I developed the following POV statements:

1. Users who are looking to meditate **need** a stress-free and inexpensive experience **because** mindfulness should not come with a stressful experience.
2. Users who are looking to improve mental health **need** many self-care options **because** it is important to find the right fit for their needs.

To address these POV statements I used a combination of the brain dumping ideation method, and the analogies method. The brain dumping method provided me with a good starting place for ideation to get all of the ideas out of my head so I could move forward and think more clearly. The analogies method provided me with a way to examine the statements from a different point of view and perspective than my own and allowed me to analyze it more efficiently.



APP I: HEADSPACE IDEATION - POV I

BRAIN DUMP

1. Develop different apps for those with and without a subscription to keep the premium content separated from the free content.
2. Only show the options that come with the subscription to those with the subscription, keep them hidden from those without.
3. Develop a cheaper subscription option for those who want some of the paid features but without such an expensive price tag.
4. Refrain from showing advertisements for the premium version to those without a subscription as often as it is currently happening.
5. Open some, but not all, of the paid features to those without the subscription to provide them with more options.

ANALOGIES

1. **Direct Analogy:** Treat the subscription similarly to a gym membership. Users are offered the premium version when they first sign up but are not constantly reminded of it after.
2. **Fantasy Analogy:** Imagine if the app could sense when users were stressed from daily life and instantly provided them with self-care and mindfulness resources.
3. **Symbolic Analogy:** This app is like a spa meditation, but does not offer very many options for self-care and mindfulness to non-subscribers.
4. **Personal Analogy:** If I were this product, I would refrain from showing non-members what they cannot have when they are already stressed and instead provide them with the options that are available to them.



APP I: HEADSPACE IDEATION - POV II

BRAIN DUMP

1. Provide more free options to those without the premium subscription
2. Make some paid features available within the free version to provide users with more of a variety for their options.
3. Provide users with an assessment to identify their specific self-care needs and provide them with helpful features accordingly.
4. Keep paid features hidden from those without a subscription, rather than showing them and denying them access.
5. Develop customizable options for self-care within the app to provide those without a subscription with more options.

ANALOGIES

1. **Direct Analogy:** Treat the premium features as something that can be shown or hidden so those without a subscription do not always see the features that they do not have access to.
2. **Fantasy Analogy:** Imagine if the app could sense when the user gets frustrated by seeing premium features that they cannot use and hides them immediately.
3. **Symbolic Analogy:** This app is like a spa meditation, but does not offer very many options for self-care and mindfulness to non-subscribers.
4. **Personal Analogy:** If I were this product, I would refrain from showing non-members what they cannot have when they are already stressed and instead provide them with the options that are available to them.



APP II: FINCH

After addressing user frustrations with the Finch app, I realized that there were a multitude of issues surrounding the trust in and reliability of the app. To summarize these concerns, I developed the following POV statements:

1. Users who are looking to improve mental health **need** a stable platform to do so **because** instability can be stress-inducing.
2. Users who trust a platform **need** reliability **because** they are putting personal and sensitive information into that platform.

To address these POV statements I used a combination of the brain dumping ideation method, and the SCAMPER method. The brain dumping method provided me with a good starting place for ideation to get all of the ideas out of my head so I could move forward and think more clearly. The SCAMPER method provided me with a way to examine the statements from different lenses and allowed me to analyze it more efficiently.



APP II: FINCH IDEATION - POV I

BRAIN DUMP

1. Provide different methods for users to utilize when backing up information input into the app so they feel more secure.
2. Conduct routine bug-checks and bug fixes to assess any problems before a user experiences them.
3. Reach out to users for feedback on the app to assess their levels of trust with the platform
4. Provide a FAQ resource for common problems for users to access and limit their frustrations with the app.
5. Conduct routine checks on the backend of the app to test its reliability and solve any problems before they develop fully.

SCAMPER

1. **Adapt:** Include backup reminders to tell users when the last time they backed up their information so they do not forget to do it routinely.
2. **Modify:** Provide more emphasis that backing up information is an option for users to keep their information secure.
3. **Put to Another Use:** Include other methods of backing up information for users such as saving 'this week's journal entries' to something like google drive.
4. **Rearrange:** Make the content more noticeable that backing up information is an option for users, as of right now it is hidden at the bottom of the page and there are no indicators pointing to it.



APP II: FINCH IDEATION - POV II

BRAIN DUMP

1. Develop key words and terms included in personal and sensitive information and give the user a popup telling them to back up their information.
2. When users first download the app, let them know that backing up information is an option that is available to them
3. Reinforce trust in the platform by informing users that the platform does care for them and their needs.
4. Provide outside resources for serious self-care.
5. Provide a support system for users to contact when they are struggling with the app so they can have a person-to-person interaction for help.

SCAMPER

1. **Adapt:** Provide resources for users to quickly access when they need to use them.
2. **Modify:** Include a support system for users so they do not feel alone when they encounter a frustrating problem with the app.
3. **Put to Another Use:** Allow reflection writings to be saved elsewhere (ex. Google drive) so that users feel their information is extra secure.
4. **Rearrange:** Make current available resources more noticeable and accessible to users.



APP III: DAILYIO

After addressing user frustrations with the Finch app, I realized that there were a multitude of issues surrounding the reliability of the app as well as limited options for non-subscribers. To summarize these concerns, I developed the following POV statements:

1. Users who journal each day **need** free options to do so **because** not all users are willing to pay for a subscription.
2. Users who journal each day **need** a reliable platform **because** they value the information they put into their journal entries.

To address these POV statements I used a combination of the brain dumping ideation method, and the analogies method. The brain dumping method provided me with a good starting place for ideation to get all of the ideas out of my head so I could move forward and think more clearly. The analogies method provided me with a way to examine the statements from a different point of view and perspective than my own and allowed me to analyze it more efficiently.



APP III: DAILYIO IDEATION - POV I

BRAIN DUMP

1. Provide more free options to those without the premium subscription.
2. Open certain paid features and options to those with the free version of the app to provide them with more of a variety.
3. Do not restrict a user's access simply because they are not a subscriber, hide the paid features from those without a subscription.
4. Do not show paid features with a lock to those without a subscription to show them the features that they do not have access to.
5. Allow users to customize and create their own journaling and daily diary options within the free version to provide them with more options.

ANALOGIES

1. **Direct Analogy:** Treat the app similarly to a gym membership so that users are aware of premium features but are not constantly reminded.
2. **Fantasy Analogy:** Imagine if the app could sense when the user is getting overwhelmed with information and encourages them to take a break.
3. **Symbolic Analogy:** This app is similar to a physical journal but also keeps track of daily moods and habits automatically.
4. **Personal Analogy:** If I were this product I would hold valuable information close to keep it safe and secure for users.



APP III: DAILYIO IDEATION - POV II

BRAIN DUMP

1. Provide insight on how users can find out how secure their information is.
2. Provide resources for users to access within the app to develop more trust in the app.
3. Automatically back up journal entries so that users feel the app is reliable.
4. Provide resources for users to access when they encounter an issue with the app so they can have a person-to-person interaction for help.
5. Develop trust with users by letting them know that there are people that hear and understand their frustrations and take them into consideration.

ANALOGIES

1. **Direct Analogy:** Treat the app similarly to a drive to store information more securely and so that it can be quickly and easily accessed once backed up.
2. **Fantasy Analogy:** Imagine if the app could sense when an important life event was taking place and prompted journaling accordingly as to not forget to write about it.
3. **Symbolic Analogy:** This app is similar to a physical journal but also keeps track of daily moods and habits automatically.
4. **Personal Analogy:** If I were this product I would hold valuable information close to keep it safe and secure for users.