



UX ACADEMY

Inspiration & Ideation

By Justė & Giedrius

What You've Done So Far

- Set a Long-term Goal
- Defined Target Audience
- Talked to Real People Experiencing these Problems
- Redefined the Problem

Today's Goal

- Understand competitive landscape of your product and it's market
- Brainstorm a number of solutions in a form of sketches for tomorrow's selection and storyboarding processes.

Today's Plan

- Competitive Landscape
- Inspiration
- Introduction to Ideation
- Brainstorming

Competitive Landscape

Why hasn't this solution been built yet?

You and your team might think you are creating a new marketplace with your product.

Chances are you actually are entering an existing market.

What is it?

Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors.

Popular Myths

- I don't want to stalk others.
- We should just focus on our own product and idea instead.
- We are unique and have great ideas, so we don't need anything else.



Popular Myths

- Everyone knows our competitors; there is no need to research common knowledge.
- There is no time for that!

Groups

The direct competitors solve the same problem, with the same value proposition for the same target group.



i'm lovin' it

McDonalds — Direct Competitors



Groups

The indirect competitors usually have similar value propositions, but for a different audience, or they target the same audience with different value propositions.



i'm lovin' it

McDonalds — Indirect Competitors



The Benefits of Competitor Analysis

Carrying out a UX competitor analysis will empower your business choices:

- Market Gaps
- Developing Products or Services
- What strategies works

When Do You Do It?

When you start a new product, as a part of your research in the product analysis phase.

When Do You Do It?

While maintaining an existing product, visit your competitor list from time to time to make sure you're on the right track.

How to do it?

- Define 5-10 direct and indirect competitors
- Try out their solutions
- Prepare a Competitor Analysis Report

Prepare a Competitor Analysis Report

- An in-depth analysis of each of the identified competitors' products.
- Strengths and areas of improvement for each of the analyzed products.

Prepare a Competitor Analysis Report

- Feature list and/or approximate sitemap of each competitor's platform/product.
- Screenshots along with annotations explaining the specifics of each feature/UX flow.

Deciding on Heuristics

- Purpose of a Product
- The Tone and Copy of the Competitor
- Branding (Colors and Stylistics)
- Features

Deciding on Heuristics

- Design (UX and UI)
- User Feedback
- Wait/Load times
- Customer Service

Analyze and Summarise

When analysing your UX research, create a small summary of what you have found out as well as what impact the information will have.

Analyze and Summarise

This stage is perfect for identifying design opportunities because you understand your competitors' flaws (as well as your own).

features	 swiggy	 zomato	 foodpanda	 uber eats
 dish info	available for few dishes	not available	available for few dishes	available for all dishes
 search experience	filters work as expected	filters not good	filters work as expected	filters not good
 offers	good offers available	moderately good offers available	good offers available	no attractive offers available
 food delivery	issues with delivery	status doesn't get updated in the app	makes use of OTP based delivery	status doesn't get updated in the app
 time taken	takes least number of taps - swiggyPop	takes many taps to order	takes many taps to order	takes many taps to order
 recommendations	good suggestions are shown	invalid suggestions are shown	invalid suggestions are shown	invalid suggestions are shown
 app navigation	card UI and easy navigation	bad and confusing interface	moderately designed interface	tabbed UI + neat interface
 customer support	longer wait time on phone and chat	longer wait time on phone and chat	longer wait time on phone and chat	very low response rate from team

Now it's your turn!

Prepare a Competitor Analysis Report

- Start by defining direct and indirect competitors.
- Try to find 5-6 competitors.
- Agree on heuristics.
- Write a short summary for all competitors.

Use Provided Information from Slack

- A list of possible competitors;
- A list of possible inspirations (for a later stage);
- Possible template for matrix.

90 Minutes!

Break

Inspiration

Once you've done Competitive Analysis, it's a good time to do inspiration search for Brainstorming.

Why it's good?

- It's good to look outside of your domain, at different products, to see how they solve similar problems in different environments.
- It's good to get visual inspiration for upcoming Brainstorming and UI building sessions.

Now it's your turn!

Inspiration Research

- Individually try to find 3 interesting solutions by looking at apps you like or anywhere else. You can use our list of inspiration sites. (30 minutes)
- Present your solutions to other teammates. (2 minutes each)

Inspiration Research

- Write notes about the ideas you've liked.

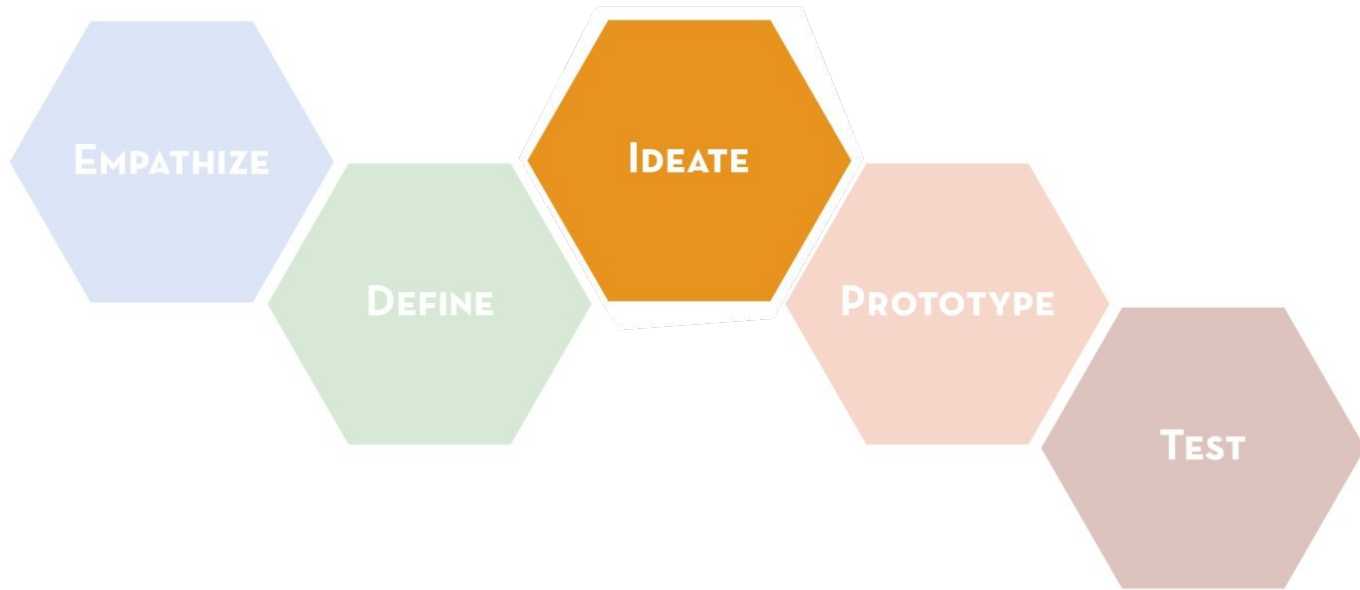
30 Minutes!

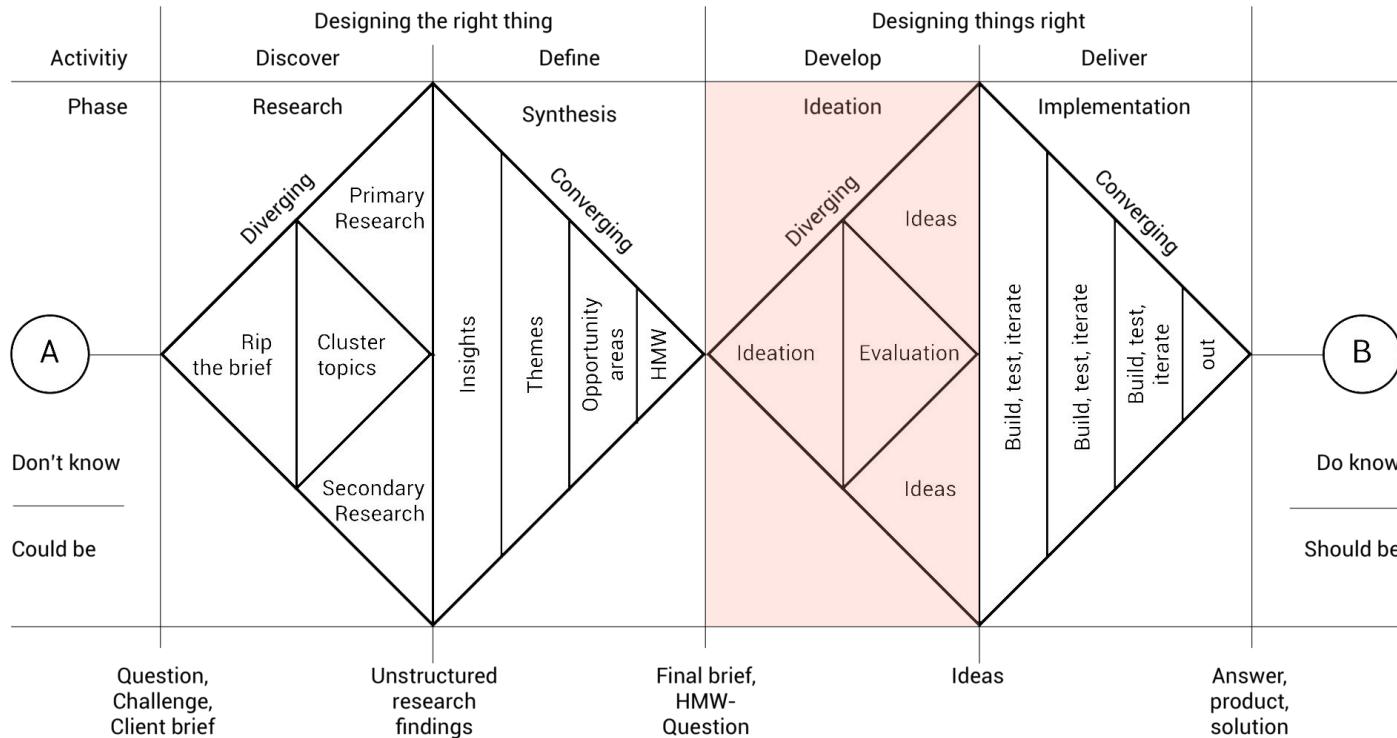
10 Minutes!

Break

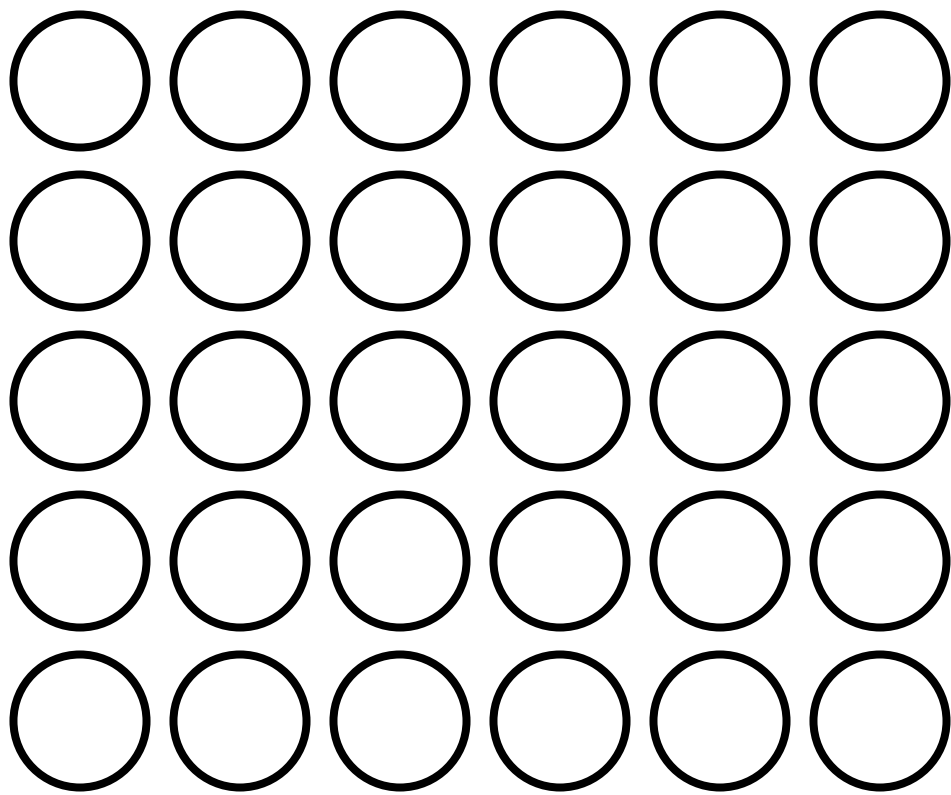
Introduction to Ideation

“Ideation is an active, creative, exploratory, highly iterative, fast-moving collaborative group process for forming ideas for design.”





30 Circles Exercise



Turn as many of the circles as possible into a recognizable object within 3 minutes.

3 Minutes!

Finish!

How did you do?

- How many of you filled 10, 20 or more circles?
- Have you tried drawing outside of circles? Combining them?
- Also, how diverse your ideas were?

Ideation is about the balance between fluency (the speed and quantity of ideas) and flexibility (ideas that are truly different and distinct).

We separate the generation of new ideas and discussion (critique) into separate steps.



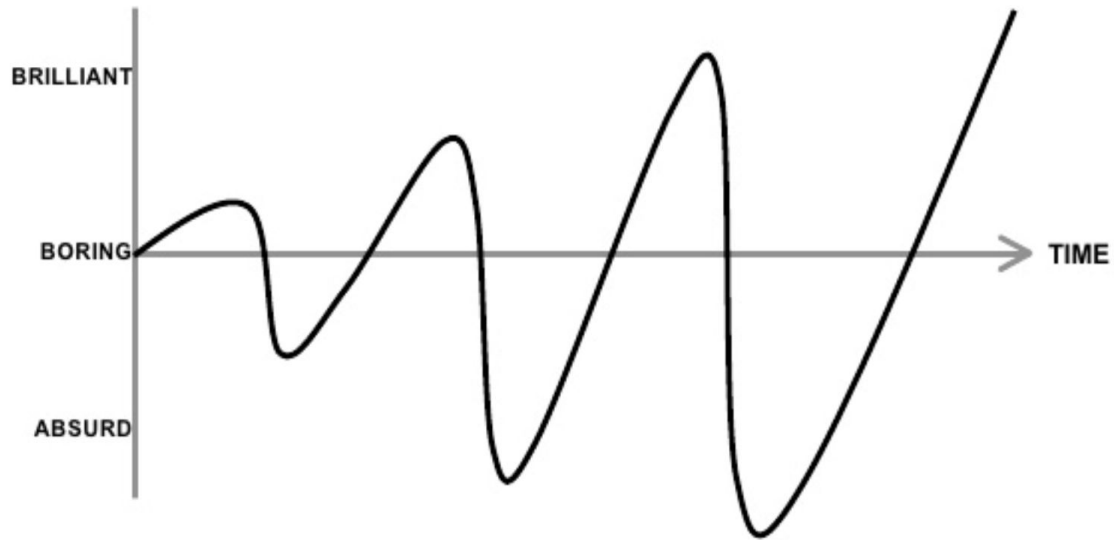
Idea creation gives you permission to be radical; you get to play outside the safe zone and no one can shoot you down.

“Why waste time on something we already know how to solve?!”

If you have literally tried every possible variation, you will have come across the best solution.

“Genius is one percent inspiration and ninety-nine percent perspiration.”

— Thomas Edison



“Out of hundred ideas, the first sixty ideas produced five that were actually new or different, the next twenty produced nothing but laughter, and ideas eighty to hundred produced another ten that were amazing. Thankfully, we didn’t give up when the well ran dry around idea number sixty”

— Dev Patniak, “The Ebb and Flow of Ideas”

Brainstorming



The Osborn Rules for Brainstorming

Four Content Rules

- **Defer Judgement — Say Yes; Leave analysis and evaluation for later;**
- **Go for Quantity — Lots of ideas; Lots of different ideas;**

Four Content Rules

- **Get Radical — Encourage wild, eccentric, improbable ideas; Easier to town down than pump up;**
- **Leapfrog — Build on others' ideas; Let yours go into the mix;**

Four Process Rules

- **Stay Focused on Topic — A loose thread can throw you off; Turn it around to something that relates;**
- **One Conversation at a Time — Let everyone get their idea out; Bring side discussions onto the table;**

Four Process Rules

- **Headline It — Express the essence and move on; Maintain flow;**
- **Be Visual — Get the right brain working; Sketch the ideas;**

Group or Individual?

- **Group Brainstorming** — can allow bounce off each others' ideas, but make the loudest voices in the room set a determined direction (thus narrowing down the breadth of ideas).

Group or Individual?

- Individual Brainstorming — will limit the ideas of a single person, but will widen the breadth of ideas.

Hybrid Brainstorming

You do two individual brainstormings and between the sessions, you hang your work so everybody from the team can see your solution and get the inspiration.

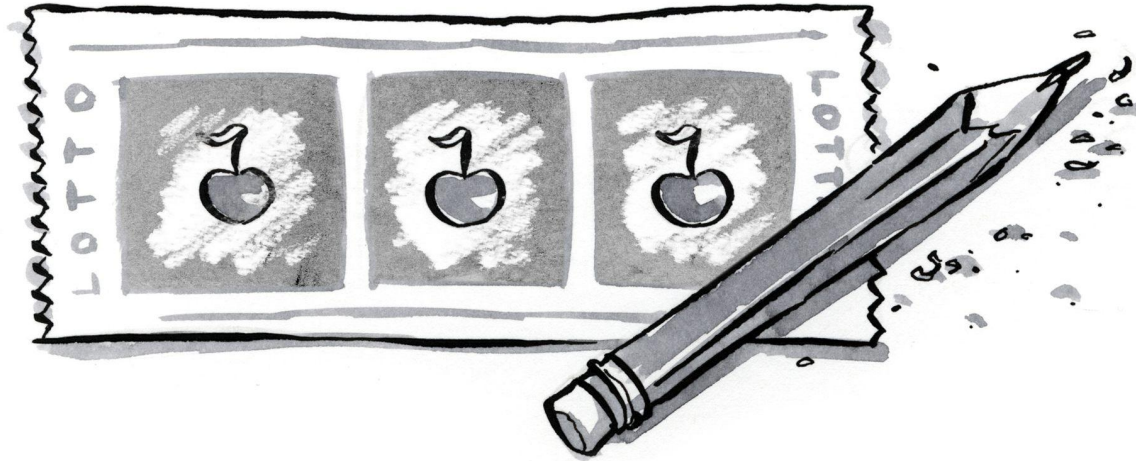
Additional Techniques

- Round-Robin Brainstorming — relies on an iterative process building off consecutive contributions by each participant.
- Reverse Brainstorming — asks a question that generates problems or criticisms rather than solutions.

Additional Techniques

- **Analogy Thinking** — uses an analogy and its' similarities to generate new ideas.

Sketching



Design Sprint — 4-step Sketching

- **Gathering the Information — Looking for the inspiration from material you've gathered.**
- **Doodling Rough Solutions — Start forming thoughts by doodling.**

Design Sprint — 4-step Sketching

- Considering multiple variations — iterate fast over your doodles to create alternatives to your ideas.
- Creating a detailed solution — think about the details and sketch everything into single solution.

Note Taking (20 min)

Go individually over all the material gathered over past days and take notes: write down a problem definition, gather notes from user interviews, competitors research, collect the inspiration from other places, do a lookup on the internet, if needed.

Doodle Ideas (22 min)

Fill a sheet of paper with doodles, sample headlines, diagrams, stick figures doing stuff—anything that gives form to your thoughts. As the notes part, this document won't be shared with others so ideas can be messy and incomplete. Spend 20 minutes doodling and 2 minutes reviewing and selecting the favourite ones.

Crazy 8s (8 min)

Fold an A4 sheet into 8 parts, take your strongest ideas and rapidly sketch eight variations in eight minutes. This document as well, won't be shared with the team, so don't focus on the quality of drawings.

A man with short hair, wearing a dark t-shirt, is smiling and looking towards the camera. He is holding a round analog clock with a white face and black numbers. The entire image is overlaid with a semi-transparent green filter. The text 'PRODUCT DESIGN EXERCISES' is written in white, uppercase letters, and 'CRAZY EIGHTS' is written in large, bold, black, uppercase letters.

PRODUCT DESIGN EXERCISES

CRAZY EIGHTS

Solution Sketching (40 min)

The last and most important step. The solution sketch is each person's best idea, put down on paper in detail.

These sketches will be looked at—and judged!—by the rest of the team. They need to be detailed, thought-out, and easy to understand.

Solution Sketching (40 min)

Each sketch will be a three-part wireframe with captions of explanations drawn following four rules:

- Self-explanatory — in between brainstorming sessions, people will see your sketches, but you won't be able to present them.

Solution Sketching (40 min)

- Anonymous — you don't want someone to judge you and not your idea.
- Ugly — it can be ugly, but should be detailed, thoughtful, and complete.

Solution Sketching (40 min)

- Well-written — use your time to write proper texts instead of “lorem ipsums”.

Recap

Ideation

- It is an active, creative, exploratory, highly iterative, fast-moving collaborative group process for forming ideas for design.
- It exists in all design processes between information synthesis and implementation steps.

Ideation

- We separate the generation of new ideas and discussion (critique) into separate steps to improve the quality and quantity of generated ideas.

Brainstorming

- Has four content rules — defer judgement, go for quantity, get radical and leapfrog.
- Has four process rules — stay focused on topic, one conversation at a time, headline it, be visual.

Brainstorming

- We combine individual and group brainstormings to create a “hybrid brainstorming”
- There are number of techniques to unblock in brainstorming such as — Round-Robin Brainstorming, Reverse Brainstorming or Analogy Thinking.

Sketching

- Sketching helps form our thoughts into ideas, and communicate them to our teammates.
- We use Design Sprint 4-Step Sketching method: Note Taking, Doodling, Crazy 8s and Solution Sketching.

Questions?

Task

Things We Already Have

- **Opportunity Definition — Perfectly formulated and validated single users problem transformed into opportunity.**
- **Long-term Goal — A short description of your business and why it's valuable.**

Things We Already Have

- Target Audience — Proto-personas of users having this problem.
- Insights — Insights from User Interviews, Competitive Landscape, Inspiration, etc.

Tools We'll Need

- Notebooks — for writing notes and doodling.
- A4 Paper — for Crazy 8's.
- A4 Paper — for solution sketching.
- Markers — to write with.

Brainstorming #1

Note Taking (15 min)!

Doodling (20+2 min)!

Crazy 8s (8 min)!

Sketching (30 min)!

Break

Brainstorming #2

Note Taking (15 min)!

Doodling (20+2 min)!

Crazy 8s (8 min)!



UX ACADEMY



LLI-338 “Paradigm shift from „traditional“ to creative industries – the essence for sustainable regional development“

Thanks for your attention!

wixLithuania

Nida
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