

# Ideation Techniques

Soundcloud, Clash of Clans, & airbnb

# Techniques Applied

**Challenge Assumptions:** The assumptions you have about the product, service, or situation where you're trying to innovate. It is particularly effective to challenge assumptions when you are stuck in current thinking paradigms or have run out of ideas. Are the characteristics we take for granted about these things really crucial aspects, or are they just so because we've all become accustomed to them?

**Bodystorm:** A technique in which participants physically act out situations they are trying to innovate within. It may involve expressing solutions to ideas through physical activity, or enacting some of the problem scenarios that we are attempting to solve. It combines aspects of empathy, brainstorming, and prototyping into one exercise with increased energy and movement, which helps stimulate higher energy and more meaningful experiences.

# Techniques Applied

**Analogy:** An analogy is a comparison between two things for instance a comparison of a heart and a pump.

**Worst Possible Idea:** Help those who are not so confident in expressing themselves by flipping the brainstorm on its head. Instead of going for good ideas and putting the pressure on, call for the worst possible ideas your team can come up with. Doing this relieves any anxiety and self-confidence issues and allows people to be more playful and adventurous, as they know their ideas are most certainly not going to be scrutinised for missing the mark.

All definitions provided by <https://www.interaction-design.org/>

# Soundcloud User POV Statements

-Soundcloud users need better song searching capabilities because the app frequently displays “No Results” which discourages users from continuing to use the app.

**Challenge Assumptions:** Should search be showing us the most accurate results based on what we search or should it be based on our music tastes?

**Worst Possible Idea:** the search engine should only show us music we have never played before to expose us to new music



# Soundcloud User POV Statements

-Soundcloud users need more track organization options because those who have large music libraries struggle to find the specific songs that they are looking for.

**Challenge Assumptions:** Are users seeking alternate organizational options outside of 'liked songs' and playlists?

-The challenge to find tracks due to organizational challenges is positive because it increases the time users spend within the application

**Worst Idea:** Users prefer curated listening experiences over selecting the music they listen to themselves.

-Removing current organization options so users have to have smaller music libraries



# Clash of Clans POV Statements

-Upgrade times need to be shortened for new players because the current length for most upgrade times makes the game experience limiting because players cannot accomplish what they want to

**Challenge Assumptions:** time spent playing the game is not an indicator of enjoyment

-Upgrade times should be lengthened to delay progress and make the game to even longer

**Bodystorm:** upgrade times create a feeling of helplessness, because regardless of the upgrade time (which could be over 24 hours), once it starts it cannot be stopped



# Clash of Clans POV Statements

-Users need more transparency with the elements of the game that can be paid for they consistently feel that certain game elements are designed to incentivize players to spend money (it is a free game with options for payable add-ons)

**Worst Possible Idea:** the best and most advantageous elements of the game should most easily be available for paying customers instead of both paying and free-to-play customers

**Analogy:** adding paid advantages for players is like the government giving societal advantages to the wealthy



# airbnb User POV Statements

-Users need better customer service options because it is challenging to reach a representative in appropriate time spans, this especially important because of the importance of timing during travel.

**Analogy:** customers should be responded to with the speed, attention to detail, and focus of first responders

**Bodystorm:** customer service takes a significant amount of time to get in direct contact with. If I had a problem with a current rental, it would create a significant amount of stress





# airbnb User POV Statements

-Hosts need more freedom for displaying their properties within the application because each property is unique and hosts have a higher understanding of why users value their property.

**Worst Idea Possible:** hosts should have no input on how their properties are displayed.

Properties should not be displayed in the application and found through internet search instead

**Challenge Assumptions:** rather than hosts, renters have to best understanding of the value of the property and should have the ability to help hosts market their property

