Idea Generation Techniques among Creative Professionals
Scarlett R. Herring, Brett R. Jones, Brian P. Bailey, University of Illinois at Urbana-Champaign

The idea generation techniques identified are briefly introduced as follows:

1. **Role Playing:** Role playing involves designers acting out scenarios. These scenarios are often ones that the designers observed during the research phase of the design process when they participated in user research. This technique is a tool for both team-based ideation and communication to users and/or clients.

2. **Active Search:** Active search refers to designers hunting for a particular solution. This hunt could range from a web search for images of current vacuum cleaners to searching through books, magazines, newspapers, etc. to find the demographics of a particular population.

3. **Attribute List:** Attribute listing refers to taking an existing product or system, breaking it into parts and then recombining these to identify new forms of the product or system.

4. **Brainstorm:** Brainstorming involves generating a large number of solutions to a problem (idea) with a focus on the quantity of ideas. During this process, no ideas are evaluated; in fact unusual ideas are welcomed. Ideas are often combined to form a single good idea as suggested by the slogan “1+1=3” [12]. Brainstorming can be used by groups as well as individuals. **Reverse brainstorming:** first prevent your problem from happening. Since brainstorming was the first idea generation technique created it is often referred to as, “the mother of all idea generation techniques”.

5. **Collaborate:** Collaboration refers to two or more people working together towards a common goal. Designers often work in groups and co-create during the entire creative process.

6. **Concrete Stimuli:** Concrete stimuli are used when designers want to gain new perspectives on a problem by manipulating physical materials. This could be looking at paint chips, feeling different material textures or physically manoeuvring objects.

7. **Critique:** Critique refers to receiving input on current design ideas. This could be collaborative such as receiving a design critique from a colleague or individuals critiquing their own ideas (either systematically or intrinsically). This technique often spurs new thought by finding solutions to design flaws within current concepts.

8. **Documenting:** Documenting refers to designers writing down ideas (physically or electronically). This includes journaling, writing stories, and taking notes.

9. **Expert Opinion:** Designers often elicit opinions from experts to identify potential problems with products or services before more comprehensive evaluations. This occurs when they are looking for an answer to a problem that is outside their domain knowledge or when they want to test a new idea.

10. **Empathy/User Research:** User research requires the designer to observe people in everyday situations in order to develop empathy for them. The methods used to conduct this type of research is founded in ethnographic research methods such as observations, field studies and rapid ethnography.

11. **Encompass:** Encompassing is an inspirational technique which involves designers immersing themselves in information relevant to the current project.
12. **Forced Analogy**: Forced analogy involves comparing the current problem with something else that has little or nothing in common in order to gain new insights and results. This technique often generates ideas for new areas of research.

13. **Incubate**: Incubation refers to stepping back from the problem to let the subconscious mind work.

14. **Passive Searching**: Passive searching refers to designers looking through material (web, magazines, books) for inspiration without searching for a particular solution to a problem. They are simply looking for inspiration.

15. **Prototyping**: Prototyping, in this study, refers to a low fidelity model of an idea. These models can be created with any type of material (paper, clay, etc.) as they are only used to conceptualize a thought.

16. **Reflect**: Reflection occurs when designers review their previous work (sketches, documents, prototypes, etc.)

17. **Sketching**: Sketching refers to a rough drawing of an idea.

18. **Socializing**: Socializing refers to talking with others about topics unrelated to the current project.

**Additional ones (by Alma, not in the paper)**

19. **Game-based**: playing an idea generating game

20. **Absence Thinking**: Think about what is not there.

21. **Art streaming**: Keep creating until you get through the blocks.

22. **Braindrawing**: Good for reticent groups.

23. **Brainmapping**: Combining brainwriting and mind-mapping.

24. **Crawford Slip Method**: Getting ideas from a large audience.

25. **A Day In The Life Of...**: Building creative tension from contextualized situations.

26. **Lotus Blossom**: Unfold the flower of extended ideas.

27. **Mind-mapping**: Hierarchical breakdown and exploration.

28. **Morphological Analysis**: Forcing combinations of attribute values.

29. **Pause**: Think more deeply for a minute.

30. **Rubber-ducking**: Get someone else to listen to your talk.

31. **SCAMPER**: Using action verbs as stimuli.

32. **Six Thinking Hats**: Think comfortably in different ways about the problem.

33. **Storyboarding**: Creating a visual story to explore or explain.

34. **Unfolding**: Gradually unfolding the real problem from the outside.

35. **Value Engineering**: Deep analysis to understand and innovate in areas of key value.

36. **Visioning**: Creating a motivating view of the future.
Oppgave:
generer ideer / kom med andre forslag til hvordan motivere/gjøre det enklere for eldre å trene

Fig. 1. Picture on the left shows the smart card with a microchip; smart card inserted into a touch unit. As may be seen on the r. h. s. photo, touch units are not always placed consistently.