

# Idea generation

## Decide on a challenge!

Here are some topics to get you thinking. Circle the ones that interest you the most. Are there any things you've witnessed or experienced yourself that you could add?

- The environment
- Bullying
- Education
- Racism
- Violence
- Disability or illness
- Food
- Stress
- Homelessness
- Waste

Think about you and the people closest to you, about your local community, and about the rest of the world. Brainstorm some issues that you can think of that you'd like to help solve.

### Some issues that I can see at home or in my community:

### Some issues that exist in the world:

Once you've written down some ideas, decide which problem you would like to solve with technology. Research the problem to find ways in which you might solve it. Has somebody done something similar? If so, how did they do it?

Now you need to define what your project does and who it is for.

Think about ways you could tackle your chosen issue. Choose something from the list below, or write down your own idea.

**I want to help somebody:**

- Learn a new skill (music, sport, reading, using a computer, etc.)
- Learn about .....
- Reduce stress       Prepare for exams
- Make friends       Look after someone
- Feel at ease about (e.g. going to hospital, etc.) .....
- .....
- Save money       Other .....

**Who will use your project? This could be:**

- A specific person or group of people
  - Friend       Family       Grandparent       Cousin
  - People in my Dojo/school/sports team/community/.....
  - Family member (s): .....
  - Myself       .....       .....       .....
- A general group or category of people
  - Doctors/nurses       Foster children       Teachers       Parents       People in school
  - Unemployed people       Pet owners       People with a disability       Refugees
  - .....       .....       .....       .....
- Age groups
  - Children       Adults       Teenagers       Elderly people

## Problem statement:

I am making this project for:

It's purpose is to:

It's important to keep coming back to your problem statement to check that your project is going to achieve the goal you defined. You might even need to redefine your purpose a little after you've worked through the next step and empathised with your user.

It's important to **empathise** with your user: put yourself in their shoes and try to understand their needs. If you can, work together with a person who will use your project when doing this step.

Try to find out answers to some of the questions below – and perhaps you can think of some questions of your own too.

1 How will your project help them?

2 What things would they like to be part of the project?

3 What things do they **not** want?

4 What do they **need**?

In particular, try to think of difficulties people might have when using your project, so that you can make sure it's as **accessible** as possible to everyone. For example:

- What if a user has a vision or hearing impairment?
- Could small fiddly parts be a problem?
- Will all your users be comfortable using devices such as the following?
  - Computers
  - Smartphones or tablets?