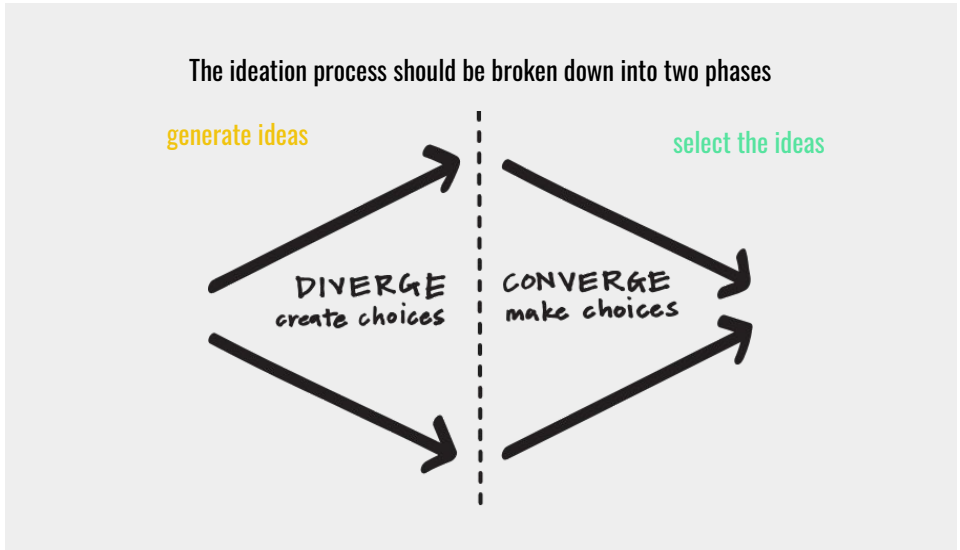


2 distinct phases



Ideate is the mode of your design process in which you aim to generate radical design alternatives. It involves imagining a field of possibilities, "going wide" in terms of concepts and outcomes for the stated need, rather than focusing on a solution: "flaring" vs. "focus".



The ideation process requires an open-minded and non-judgemental approach.

It requires collective thinking that is optimistic, bold and open to others. You must be able to step beyond the obviousness of ideas. Judgement is banned, as is an expert approach (too normative). You should accept everyone's ideas and build on them: "no" is forbidden and instead of "Yes, but", try to use "Yes, and".

The idea-selection phase involves a critical approach, only after generating a sufficient amount of ideas.

And finally you call on the rational part of your brain: among the choices generated in the previous phase, you evaluate the possibilities and choose the best options, based on criteria that you deem relevant (impact of the solution, profitability, attractiveness, innovativeness, etc.).