



MAD

*Make a difference*



# Ideation 1

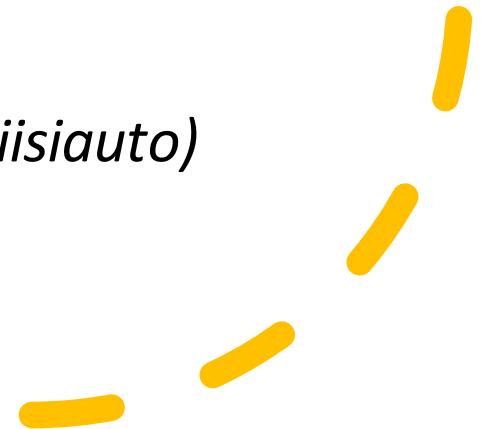
Inspiration and brainstorming

# Inspiration

We start ideation by getting inspiration from already existing anti-bullying applications and other technological solutions.

Videos related to this step are:

- *Design fiction*
- *An end to bullying*
- *Police car app (Kokoaan muuttava poliisiauto)*
- *Magic headband (Taikapanta)*



# Ideation

Ideation 1 is divided into three tasks:

1. Ideation based on apps
2. Group discussion
3. *One common idea*

These ideation tasks require:

- Paper for designing and drawing





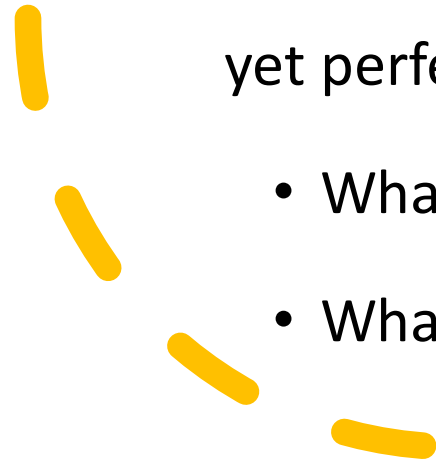
# Ideation task1 – Ideation based apps

- *What is an app or application?*

An app is a program that you can use on your phone or computer, such as games and social media that you use on your phone

- We previously looked at anti-bullying apps. The ideas seen in the videos are not yet perfect or fully developed.

- What was good about the apps or ideas? What was bad about them?
- What was missing from them? How could those be improved?



# Ideation task 1 – *Ideation based on apps*

- Let's ideate with our own anti-bullying app!
- Consider **how could you use the app to tackle the problem of bullying**
  - to prevent bullying / resolve bullying / to create a good atmosphere
- The app could have different functions and could do anything
- Consider ideas that could be true in the near future, in 10-15 years or 100 years
- **Write down your ideas**

# Ideation task 2 – Groups discussion 1/2

- Share your ideas with your group
  - No idea is final but contains something that could be combined with other ideas.
- **Evaluate the ideas** of each group member
- List **the features** of each idea
  - For example, the device hears offensive words and detects bullying, etc.

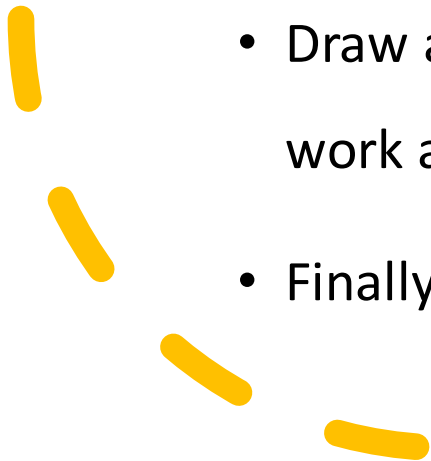


# Ideation task 2 – Group discussion 2/2

- **List any problems your idea might have**
  - For example, the device misunderstands words and interprets harmless wording as bullying
- **Think:** Can the idea be used wrong? What are the consequences for that?
  - Don't think about whether the idea is impossible to implement or not
- Explore the listed features - Find / select the **core issues** and the **most interesting features** you want to keep in your common idea
  - Write them down!

# Ideation task 3 – One common idea

- **Combine** the positive things into a common, unified idea/vision
- The common idea does not have to be similar to any existing app, **the new ideas and thoughts** are more important
- You can develop ideas for the near future or for the distant future
- Draw a picture of the common idea(s) and write a description how does the idea work and what are the functions
- Finally: **Introduce the ideas** to your class members





# *End of ideation 1*

At this point, each group should have:

- A drawing of a group's common idea
- An explanatory text that describes the created common idea

