



MAD

Make a difference



Ideation 2

Ideation 2 follows the Ideation 1 phase and can not be conducted as an individual phase.



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Make a difference

Ideation 2 is divided into four tasks:

1. *Group discussion about the idea made in the previous session*
2. *Personas of the users of the app you ideated in different roles.*
3. *Scenarios(stories) of the situations in which the app you ideated is being used*
4. Further developing your ideas

Note! These same scenarios and personas will be used in the small plays/dramas later.

Ideation 2

Group discussion on your idea

- Remind yourself what was done last time
 - What kind of apps already exist?
 - What kind of ideas did you come up with?
 - What features did you choose for the one common idea?
- What is your group's one common idea, the app you ideated?
- Do you want to add something to it?



Personas (user descriptions)



- You will be creating several different personas of the users of your app:
 - Bullied, bully, bystander, helper, adult
- Think about at least:
 - What is this person thinking?
 - What are they afraid of?
 - What do they like?
- You can use the pre-made templates.

Scenarios (use cases)

- Scenarios can be **texts, dialogs, cartoons, screenplays.**
- Describe in detail a bullying situation in which are the **personas** you made and the **app** you ideated.
- Write at least:
 - Where is this scene happening?
 - Who are there?
 - Who is doing what?
 - What are the personas thinking and feeling?
 - What happens then?
 - How the device you ideated is used in different scenes?
- When making the cartoon, you can use the pre-made template.

