IDEATION TECHNIQUES FOR BETTER PROBLEM SOLVING

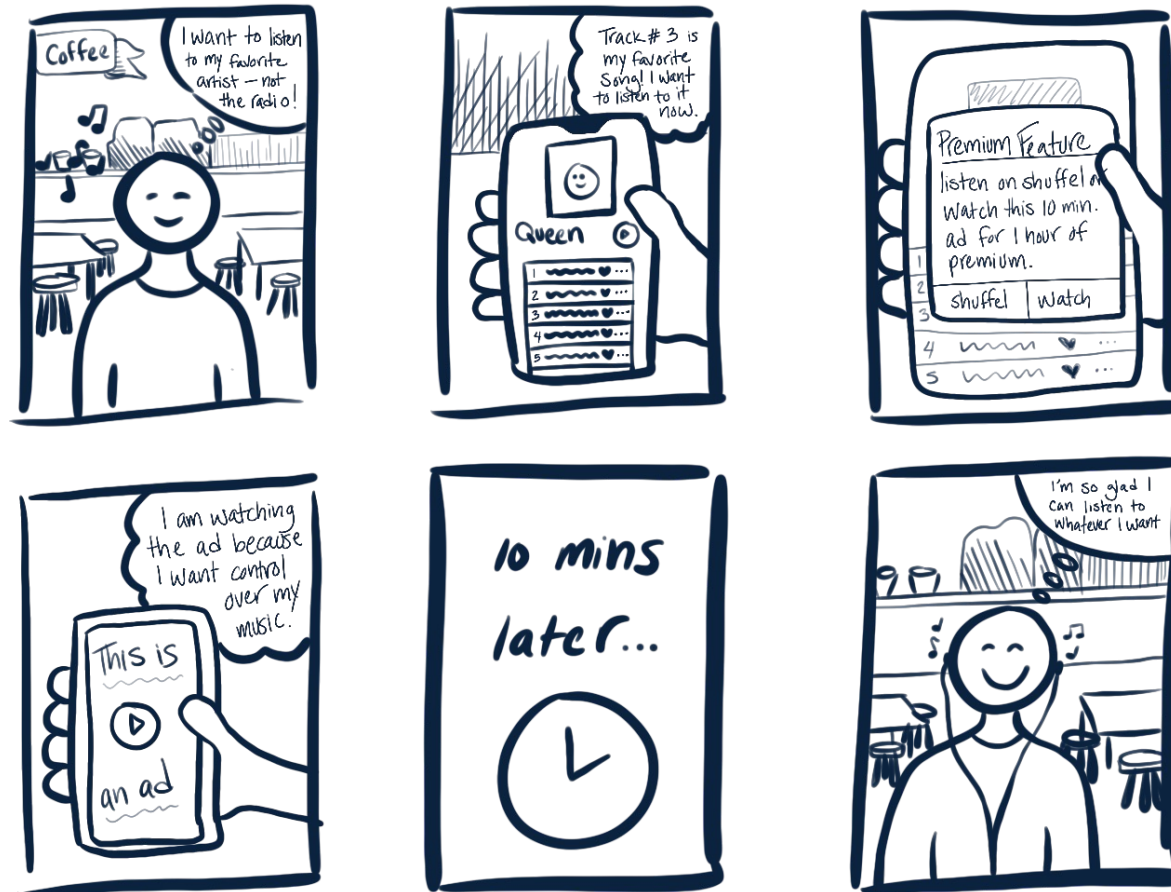Victoria Lorenz | ICM 512 Week 6

Spotify – Brain Dump

POV statement: Users who do not have premium accounts **need** more control over their experience **because** the restriction of features like the order of songs and ability to skip takes away from the inherently personal experience.

- If users aren't willing to pay for premium, they can listen to more ads to increase the number of skips they get per hour

- Users can do certain things like referring friends to create an account which gives them points that they can spend to unlock certain premium features

- Artists who represent Spotify can give their fans discount codes for a percent off the premium subscription

- Users can opt to listen to one very long section of ads rather than having them sprinkled through their listening session

- Spotify can partner with a speaker/headphone company to give owners a yearlong free trial (which they won't want to cancel)

- Sharing content about Spotify on social media gives users a set amount of "premium time" where they can access premium features (limited to a certain number of shares each day)

Spotify – Storyboard

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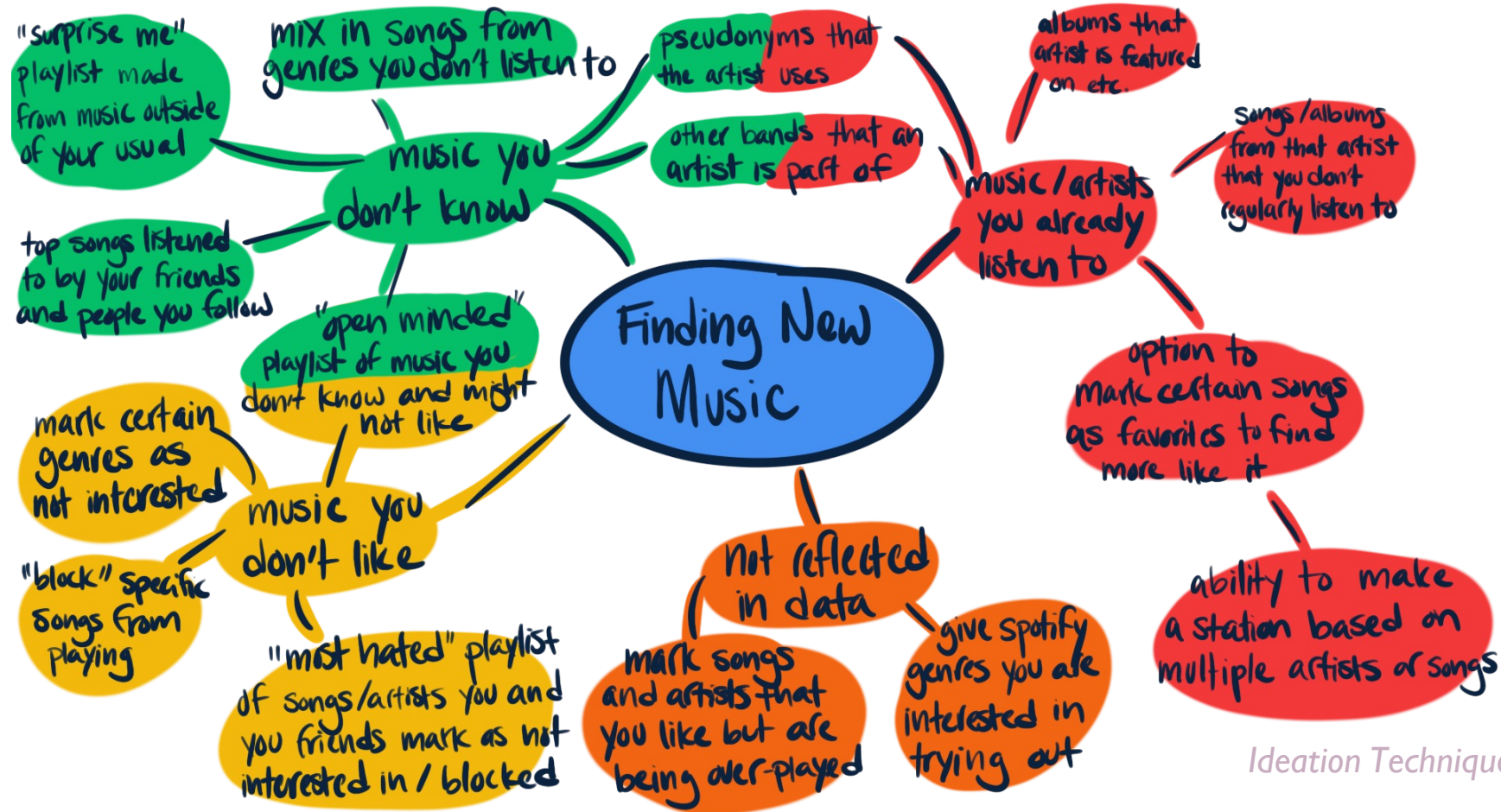

Storyboard showing a user in a coffee shop who wants to listen to their favorite music with complete control.

Spotify – Mind Map

Users who enjoy discovering new music **need** more control in the algorithm **because** their specific interests which are not reflected in listening data are not accounted for.

Ideation Techniques for Better Problem Solving

Spotify – Sketching

Users who enjoy discovering new music **need** more control in the algorithm **because** their specific interests which are not reflected in listening data are not accounted for.

Playlist generated by Spotify for user based on what they listen to

Playlist

1
2
3
4
5
6

Customize Playlist

Play more like...

Play less like...

RATING
☆☆☆☆☆

Cancel | Submit

can specify songs, artists, and genres for both

feedback on overall satisfaction

Sketch showing a feature that allows users to customize what is included in the Spotify-generated playlist and feedback on how much they enjoyed it.

Ideation Techniques for Better Problem Solving
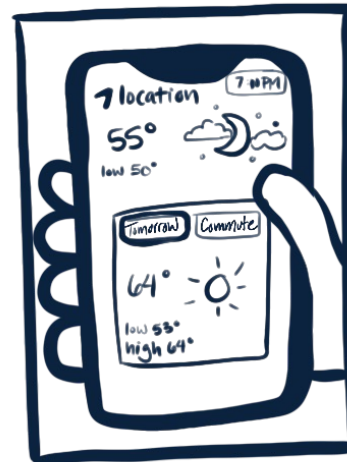
The Weather Channel – Brain Dump

Users who want to see the weather **need** an app that is reliable **because** the weather dictates many decisions from clothing to daily plans.

- Users can leave feedback to describe how accurate the weather prediction is to what they are experiencing in their current location

- Track user's location or let them set home and work locations to offer predictions and warning about how weather may differ at work and at home

- Synch the app with users' calendars to suggest when to make plans and if a user creates an event at an outdoor location on a bad weather day, suggest another day with better weather to go there

- Suggest nearby places with better weather for users to visit

- Send notifications every morning suggesting how users can dress to be most comfortable that day

- Store upcoming weather information in the app so users can get an idea of what the weather will be like even if they are offline or do not have service

The Weather Channel – Storyboard

VL

Users who want to see the weather **need** an app that is reliable **because** the weather dictates many decisions from clothing to daily plans.
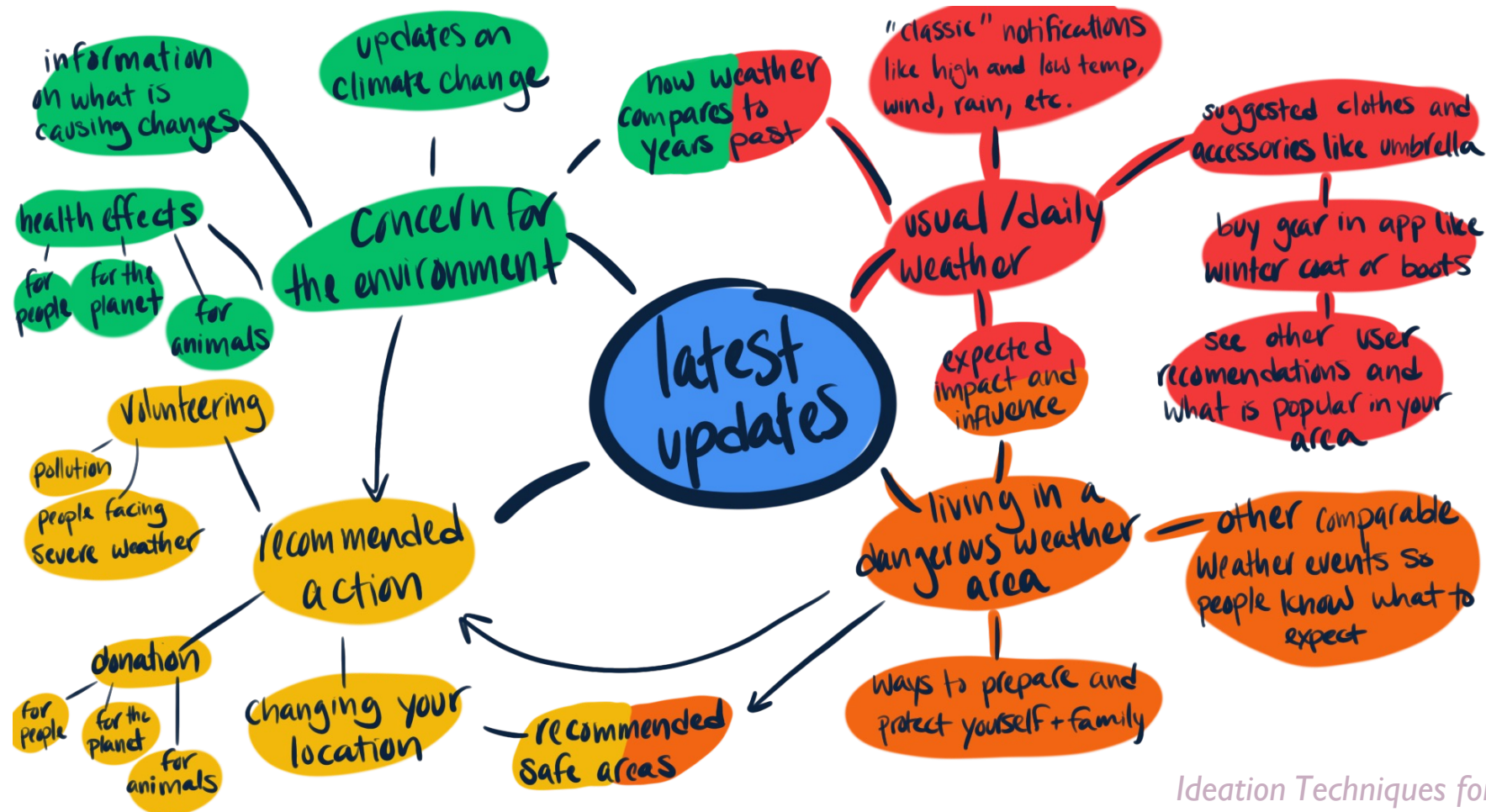

Storyboard showing a user deciding how to commute to work with the help of a feature that helps people decide what clothing is appropriate for the weather.
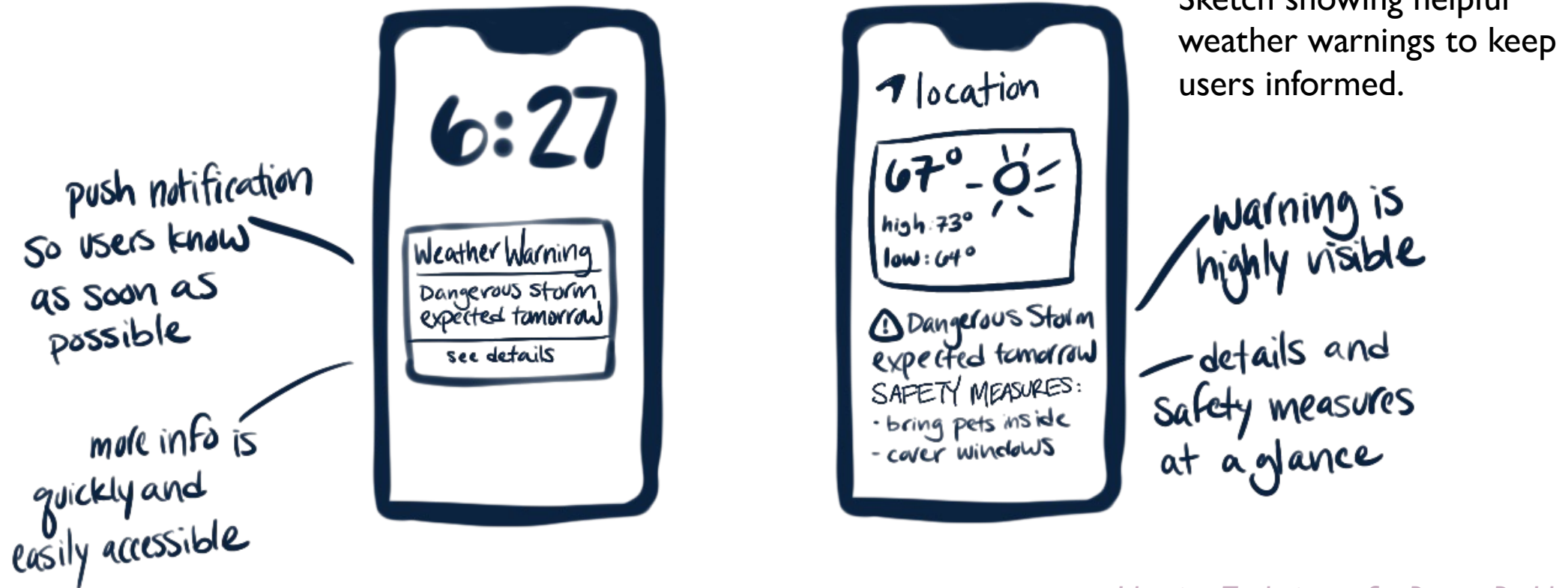
The Weather Channel – Mind Map

VL

Users who are in dangerous weather areas **need** the latest updates **because** their health and wellbeing depend on staying informed.

Ideation Techniques for Better Problem Solving

The Weather Channel – Sketch

Users who are in dangerous weather areas **need** the latest updates **because** their health and wellbeing depend on staying informed.

Sketch showing helpful weather warnings to keep users informed.

push notification so users know as soon as possible

more info is quickly and easily accessible

6:27

Weather Warning
Dangerous storm expected tomorrow
see details

location

67° ☀
high: 73°
low: 64°

⚠ Dangerous Storm expected tomorrow
SAFETY MEASURES:
- bring pets inside
- cover windows

warning is highly visible

details and safety measures at a glance

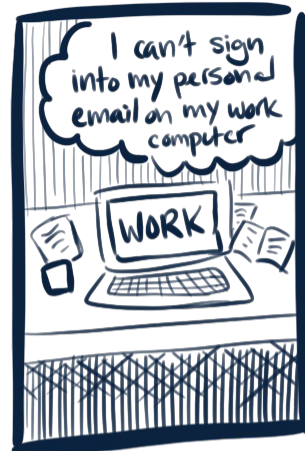*Ideation Techniques for Better Problem Solving*

Outlook – Brain Dump

Users who want to see their emails **need** to quickly and easily access their inbox **because** it is important for their workflow and personal life.

- Skip loading images and attachments if users have poor service so they can still see the body copy of the email

- Automatically bring emails to the top of the inbox by senders the user has marked as important

- Special car mode that makes the text larger and reduces the number of actions available for easier and safer user (inspiration from Spotify)

- Let users create multiple inboxes for one email account that automatically separates work email and personal email

- Download email contents when online so users can still access the information when they are offline or don't have service

- Have predetermined important sender emails sent as a text message in addition to email as a secondary and potentially faster form of access. This would allow for AI like Siri to read contents to users without having to launch the app and find the email
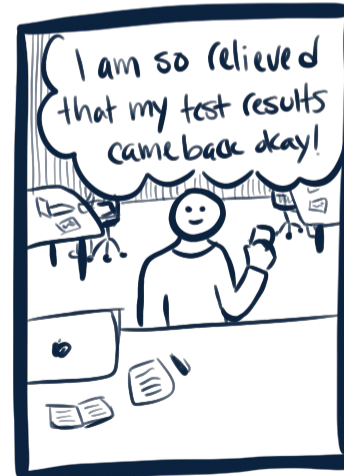
Outlook –Storyboard

Users who want to see their emails **need** to quickly and easily access their inbox **because** it is important for their workflow and personal life.

Storyboard showing a user keep track of an important email even though he is very busy.

Outlook – Mind Map

Users who are in a hurry or on-the-go **need** a straightforward way to access their email and calendar **because** they don't have time to spend learning new frills.
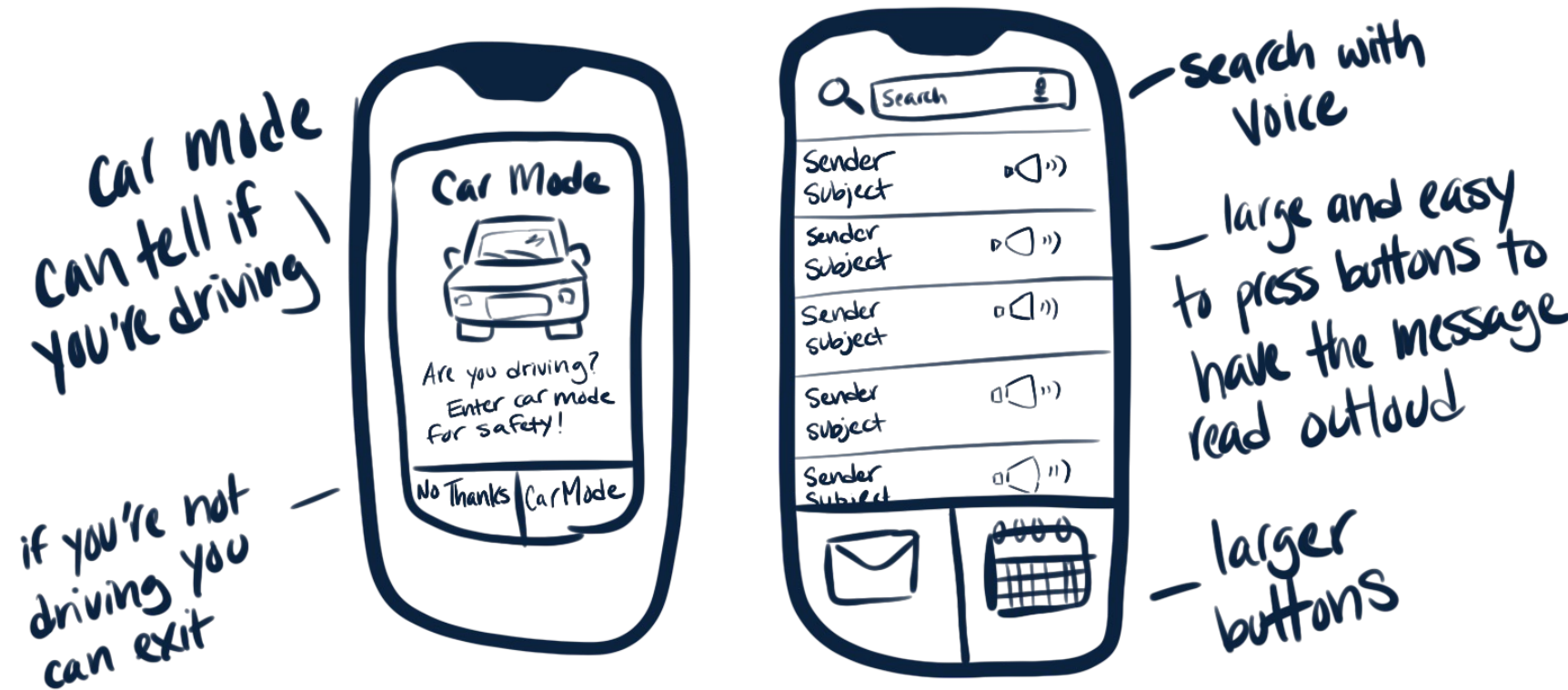
Outlook – Sketch

Users who are in a hurry or on-the-go **need** a straightforward way to access their email and calendar **because** they don't have time to spend learning new frills.

car mode can tell if you're driving

Car Mode

Are you driving? Enter car mode for safety!

No Thanks | CarMode

if you're not driving you can exit

Search

Sender Subject
Sender Subject
Sender subject
Sender subject
Sender Subject

— search with voice

— large and easy to press buttons to have the message read outloud

— larger buttons

Sketching showing features of "car mode" that make it easier to see emails and the calendar.