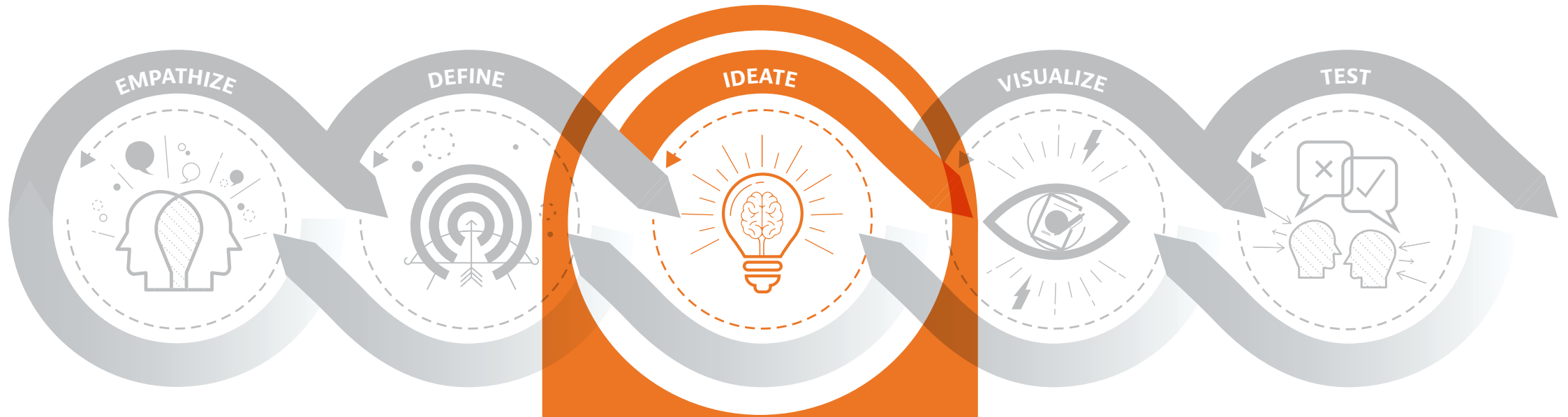




**DESIGN THINKING DEEP DIVE: IDEATE**



Generate an abundance of ideas to push past obvious solutions and get to ambitious new ideas.



**"We want to give ourselves the permission to explore lots of different possibilities so that the right answer can reveal itself."**

Patrice Martin, Co-lead and Creative Director, IDEO.org



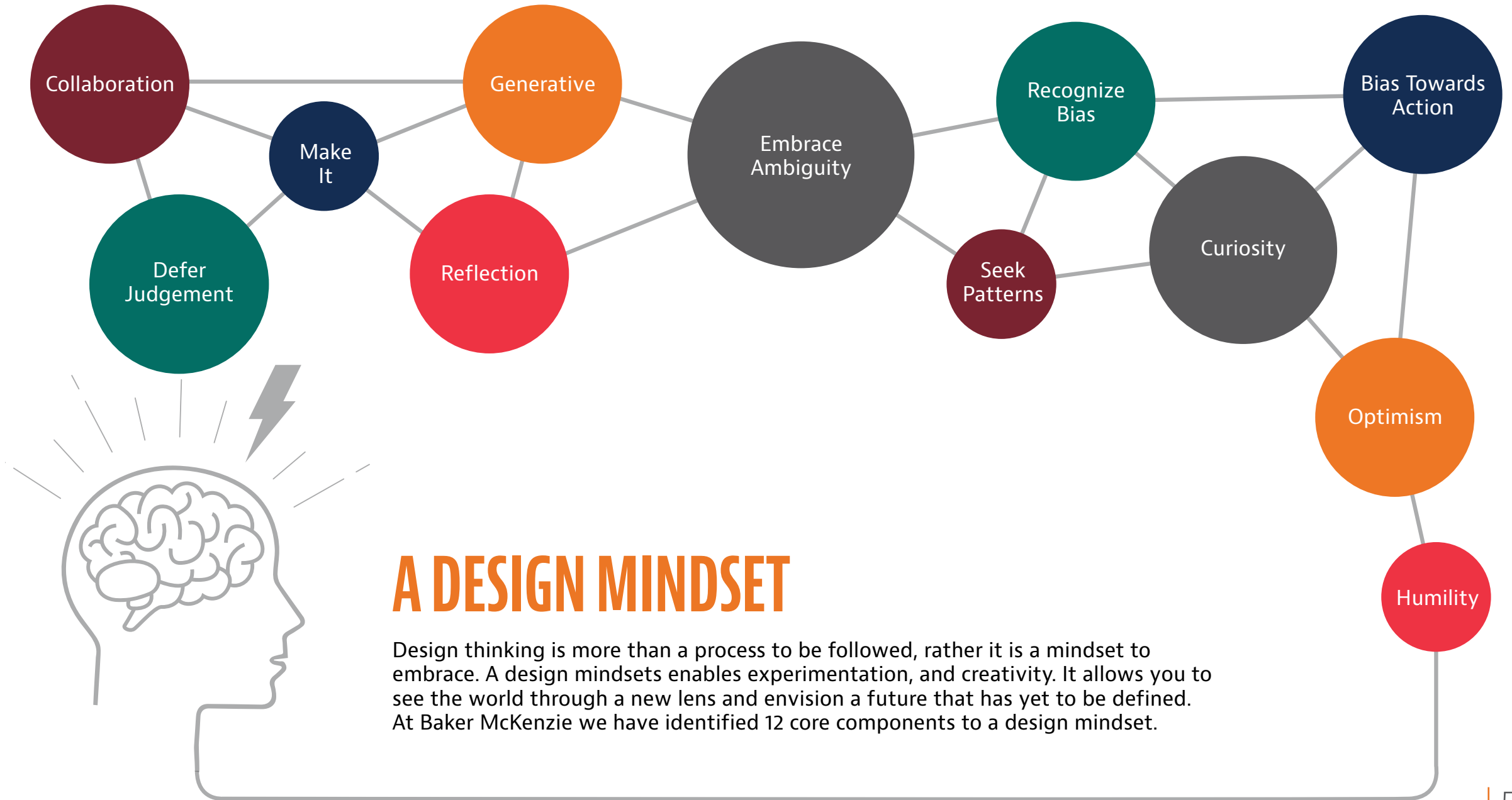
# WHAT IS & WHY IDEATE

## WHAT:

The goal of the Ideate phase is to generate a large number of ideas. It is a case of more is more, as ideas we come up with can inspire newer, better ideas. It's essential to consistently anchor the conversation to what was heard from clients in the empathy phase. It's also important to have a diverse team in order to harness the power of different viewpoints and experiences, to generate many ideas. The team can subsequently draw on the best, most practical and innovative ideas.

## WHY:

Ideation is about pushing boundaries, challenging beliefs and exploring others' ideas. If done systematically, ideation can trigger creative thoughts that lead to new business concepts with the potential to create new value. And, whether at Baker McKenzie or elsewhere, it's as important to think about how to create value now as it is to create value in the future, the latter being much harder to see from a brainstorm. So, remember that you have to walk your way out to the future, you can't leap directly there. All of the ideas that you generate are essentially hypotheses of ways to solve specific client needs. In other words, your team is making educated guesses at this point in the design process.



## A DESIGN MINDSET

Design thinking is more than a process to be followed, rather it is a mindset to embrace. A design mindsets enables experimentation, and creativity. It allows you to see the world through a new lens and envision a future that has yet to be defined. At Baker McKenzie we have identified 12 core components to a design mindset.

# A DESIGN MINDSET



Generative and Optimism are the two critical components to embrace during the Ideate Phase of design thinking.

**GENERATIVE**

Don't cling to ideas any longer than necessary. Design is a generative process and there will always be more ideas. It is not only important to generate our own ideas, but build off of the ideas of others.



**OPTIMISM**

Optimism is believing there is an idea out there and that we can find it. Optimism makes us more creative, encourages us to push on when we hit dead ends, and helps infuse the entire team with the energy and drive that is needed to solve the most challenging problems.

# IDEATE METHODS

## DIVERGE

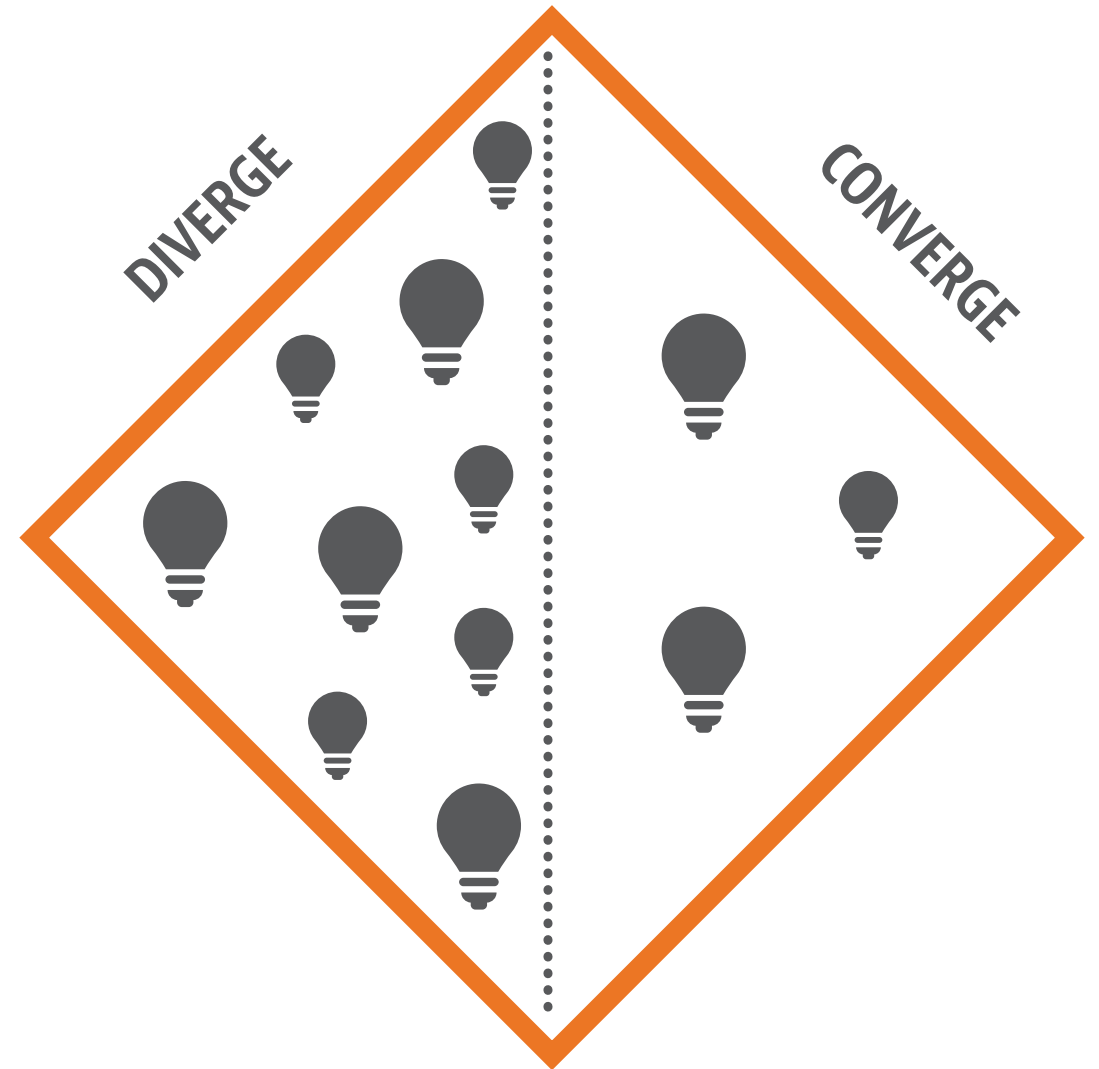
**Going wide to generate many different ideas.**

Creating a space where it is safe to reach wide, stretching beyond known boundaries, to generate and explore new ideas.

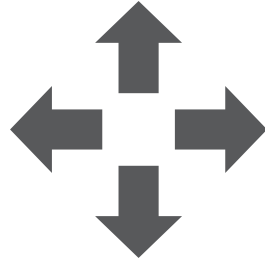
## CONVERGE

**Refining and narrowing of ideas through analysis.**

The analytic process of dissecting ideas, reflecting on them, improving them, and coming up with decisions.

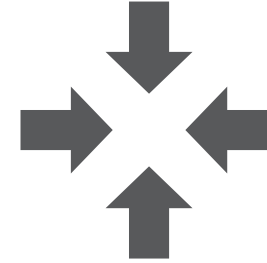


# TOOLS TO DEFINE



## DIVERGE

Going wide to generate many different ideas.



## CONVERGE

Refining and narrowing of ideas through analysis.

### "HOW MIGHT WE" PROMPTS

A series of thought provoking questions and situations used to prepare for or facilitate a brainstorm.

### BRAINSTORM

A way of systematically generating ideas at mass ensuring a diversity of ideas, ranging from "mild" to "wild."

### ANALOGOUS INSPIRATION

Analogies help us think about whether we can borrow and adapt existing solutions to solve our client needs in a new way.

### VISUALIZE THE VOTE

The process of converging on the most promising ideas to carry forward.

### I LIKE, I WISH, WHAT IF

An activity used to collect positive, constructive criticism in a similar fashion.



# HOW MIGHT WE

A series of thought provoking questions and situations used to prepare for or facilitate a brainstorm.

How  
Might We

Brainstorm

Analogous  
Inspiration

Visualize the  
Vote

I like, I wish,  
What if

Three different 'How might we' questions are used during a brainstorm to stimulate new ideas.

—  
How might the role of legal services change if smart contracts are adopted into mainstream business transactions?  
—

Julger  
McKenzie  
2017-2018

—  
How might legal services change as companies look to increase automation, machine learning, and AI into their operations and/or services?  
—

Julger  
McKenzie  
2017-2018

—  
How might legal services serve more emergent players (e.g. startups or early stage tech companies)?  
—

Julger  
McKenzie  
2017-2018

How Might FinTech...

# BRAINSTORM

A way of systematically generating ideas at mass ensuring a diversity of ideas, ranging from "mild" to "wild."

How  
Might We

Brainstorm

Analogous  
Inspiration

Visualize the  
Vote

I like, I wish,  
What if



A team generates ideas in a group brainstorm.

# ANALOGOUS INSPIRATION

Analogies help us think about whether we can borrow and adapt existing solutions to solve our client needs in a new way.

How  
Might We

Brainstorm

Analogous  
Inspiration

Visualize the  
Vote

I like, I wish,  
What if



Disney and Fitbit are used to inspire new solutions.

# VISUALIZE THE VOTE

The process of converging on the most promising ideas to carry forward.

How  
Might We

Brainstorm

Analogous  
Inspiration

Visualize the  
Vote

I like, I wish,  
What if



Team members (left) place green and red dots to mark concepts to pursue, and concepts to drop.

# I LIKE, I WISH, WHAT IF

An activity used to collect positive, constructive criticism in a similar fashion.

How  
Might We

Brainstorm

Analogous  
Inspiration

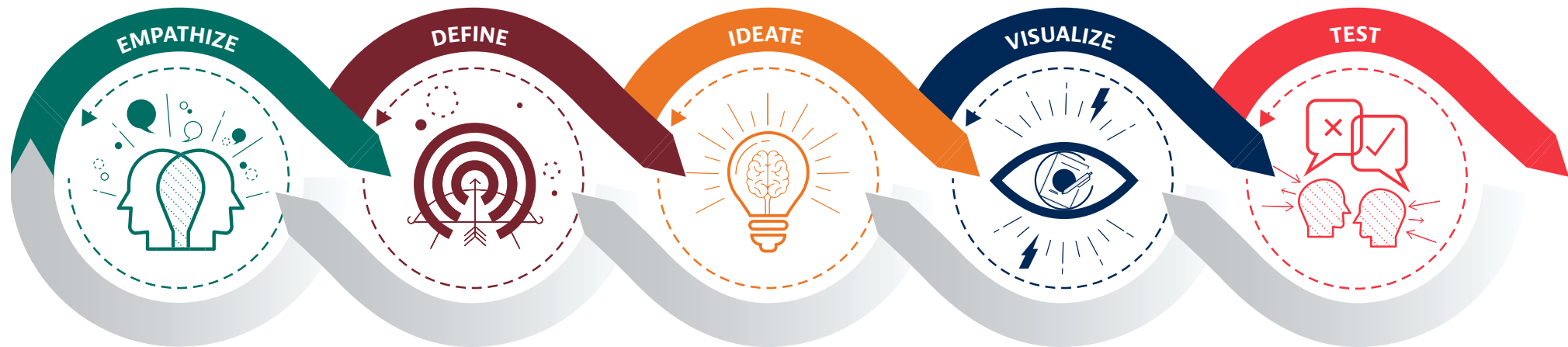
Visualize the  
Vote

I like, I wish,  
What if



Feedback written on post-it notes is grouped into three categories during a workshop.

Check out [Baker World](#) for more information on the other phases of design thinking.



Join the conversation on [Workplace](#)

#designthinking

#servicedesign