Idea Perspectives

Tobias Bouschen, Bernd Sahre, Lilli Joppien
“How can we provide a visualization for innovators to structure, communicate and refine ideas?”
Our Options

1. Getting an overview over all ideas - find patterns, specific ideas
2. Present one idea - to others in a meeting
3. Give feedback to ideas and their elaboration - share, comment, rate

or....

4. Do all the above
What is an idea?

We had no idea...

So we took the existing form used at Innovonto

Describe your idea more detailed, how is it used?

Which problem does it solve?

In which areas can it be applied? (Categories e.g. private transport – bike)

Who is using the idea? (Age, gender, profession etc.)

Rating (Novelty, Value, Feasibility, Elaboration)

Would you buy it?

Does it have a negative impact?)
Our Mental Model
Metaphor
Prototyping

- Paper Prototyping I
- Paper Prototyping II
- Low Fidelity Prototype I
- Low Fidelity Prototype II
- High Fidelity Prototype

Feedback from tutorials
Usertests 1 - Formative Evaluation
Usertests 2 - Formative Evaluation
Summative Evaluation
Paper Prototyping I
## User Groups

- **employees**
  - are a group of male and female people, mostly adults.

- **adults**
  - An adult is a person over 18 years.

- **Self-Optimizers**
  - Self-Optimizers are people who optimize themselves, who have the ambition to perfect many aspects of their life.

- **Citizen**
  - People who are living in cities.
  - Cities have different percentages for workgroups.

<table>
<thead>
<tr>
<th>Rating</th>
<th>Value</th>
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<tbody>
<tr>
<td>Novelty</td>
<td>2.4</td>
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<tr>
<td>Value</td>
<td>2.3</td>
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<tr>
<td>Feasibility</td>
<td>4.4</td>
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<tr>
<td>Elaboration</td>
<td>3.3</td>
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**Negative Impact**
- Social: 1
- Ecological: 0

**Comments**
- 0
Low Fidelity Prototype II

Idea:
OFFICE-CHAIRS
Cover desk chairs with transparent conductive foil to monitor and improve the sitting posture.

Context:
Transparent Conductive Oxides

Description:

Target Audience:

Rating:

Application Fields:

Office
Working places usually in cities where people sit on chairs, interact with each other and use computers.

Gaming
Playing video games, competitive or for entertainment. Related gadgets or game ideas.

Health
Improvements to health care or personal well-being.
Summative Evaluation

UEQ Benchmark
Outlook

Short-term improvements:

- Enable touch interactions
- Improve stubbing of node interactions
Outlook

Long-term improvements:

- Extend prototype to overview over existing contexts/ideas
- Enable simultaneous interaction with multiple ideas
- Idea development history
Thank You!

What are your questions or feedback?
Pictures & Graphics

Tree: [http://azausmalbilder.net/ausmalbild/426365](http://azausmalbilder.net/ausmalbild/426365)

Touch Table [http://www.evoluce.com/multitouch-table.htm](http://www.evoluce.com/multitouch-table.htm)

Graphics made with draw.io and sketchboard.me

Prototype made with p5.js