

From Problems to Possibilities

A. Simon Alex

BSc(CS), MSc(CS)-MUK
simonalexatwiine@gmail.com

The Art of Ideation & Innovation



Overview

1 The Art of Ideation & Innovation

- What is Ideation
- Problem Definition
- What is Innovation
- Possibilities



What is Ideation

- Ideation is the formation of ideas
- It forms the basis of all creative output
- The process of ideation¹ involves four sequential stages
- These include preparation, incubation, illumination, and verification.



¹Ideas do not come by magic (or osmosis) as most people assume

Problem Definition

- Some of the existing frameworks that can be used are TRIZ, Six Sigma, and Scrum.
- These frameworks are powerful, but too complex and time-consuming.
- Simpler techniques like the 5 Whys and Root Cause Analysis (RCA) facilitate fast execution but dig deeper into the problem.



Problem Definition

Exercise Prompt

- You are the owner of an office building, and your tenants are complaining about the elevator. It's old and slow, and they have to wait a lot. Several tenants are threatening to break their leases if you don't fix the problem. Identify strategic solutions to solve this issue.



Problem Definition



Figure: The Slow Elevator Problem



Problem Reframing

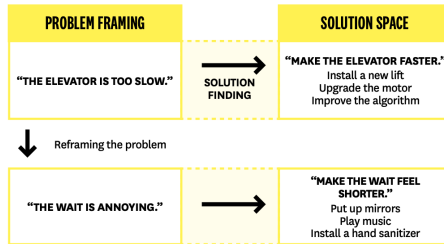


Figure: Reframed Slow Elevator Problem



What is Innovation



Idea + Implementation = Innovation

Figure: Innovation Equation



Possibilities



Figure: Computer Science Emerging Trends



References

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Questions?

