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ICM 512
Module 6

Ideation METHODS

for POV Statement Apps

METHODOLOGY

Starbucks users want to have more customizing options and the ability to accurately track the calories in their order.

For the first issue, sketching was more effective because potential solutions were easier to visualize.
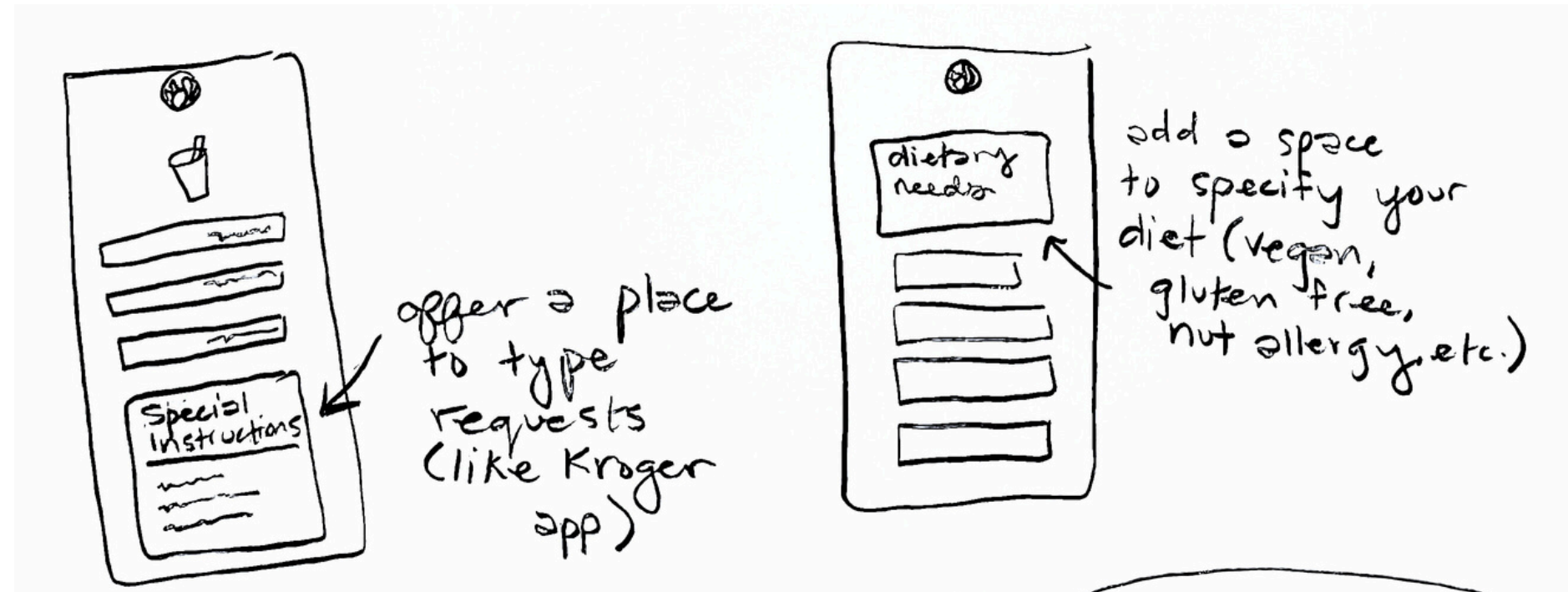
For the second issue, brain dumping provided more possible solutions because I could freely write what came to mind.
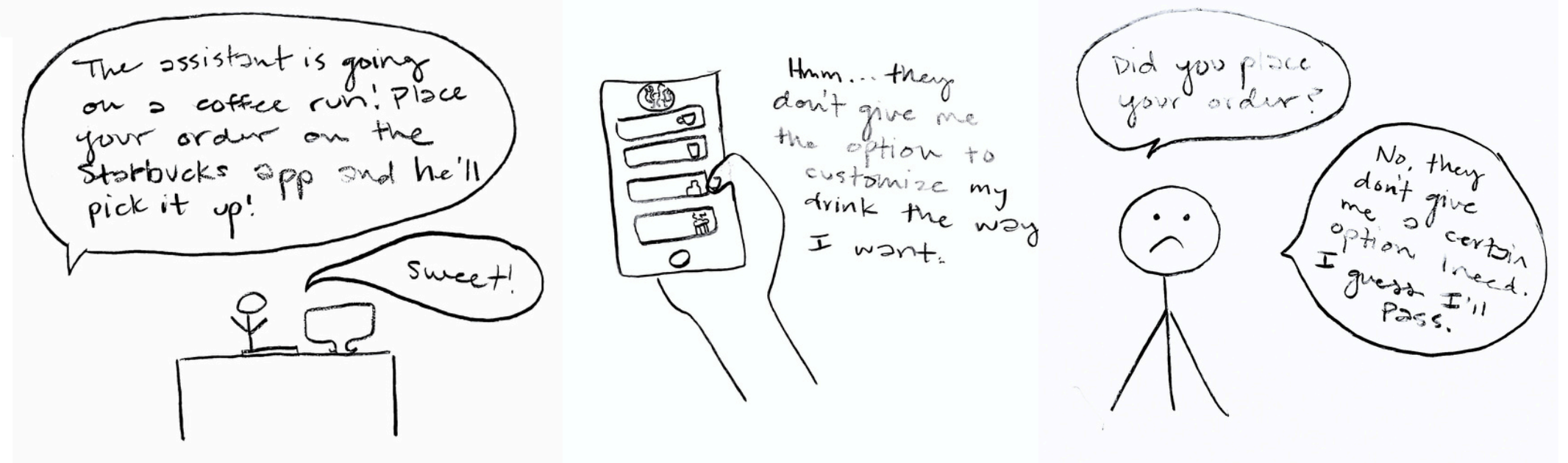
POV STATEMENT 1

Companies who want their employees to place orders through one app for easy pickup **need** to have extensive customizing capabilities **because** more options will cater to an array of dietary needs and preferences.

← **IDEATION TECHNIQUE 1:** SKETCH

IDEATION TECHNIQUE 2: STORYBOARD →

POV STATEMENT 2

Users who want to accurately count the calories in their drink need the Starbucks app to include calories for extra flavor shots or milk alternatives because customized drinks don't display their true calorie count.

IDEATION TECHNIQUE 1:

BRAINDUMP

Starbucks Braindump
- provide calories for each pump in *Nutrition facts tab
- list calories for every milk type + amount
- automatically update calorie count as customizing
- give full nutrition breakdown once item is placed in bag
- change calorie amount depending on drink size

IDEATION TECHNIQUE 2:

ANTI PROBLEM

(No calories on app)
- Remove specialty drink calories for all drink sizes
- Do not provide nutrition facts for food or drinks
- Do not add nutrition fact sheet for all possible ingredients

METHODOLOGY

Dunkin users want an easier way to save their favorite orders for easier access and to see any items that are unavailable so they can make a secondary choice before placing their order.

For the first issue, sketching was more effective because I could draw each screen on the app and have a clear idea of where a new function could go.

For the second issue, mind mapping resulted in several possible outcomes, whereas the cover story only focused on a general solution.
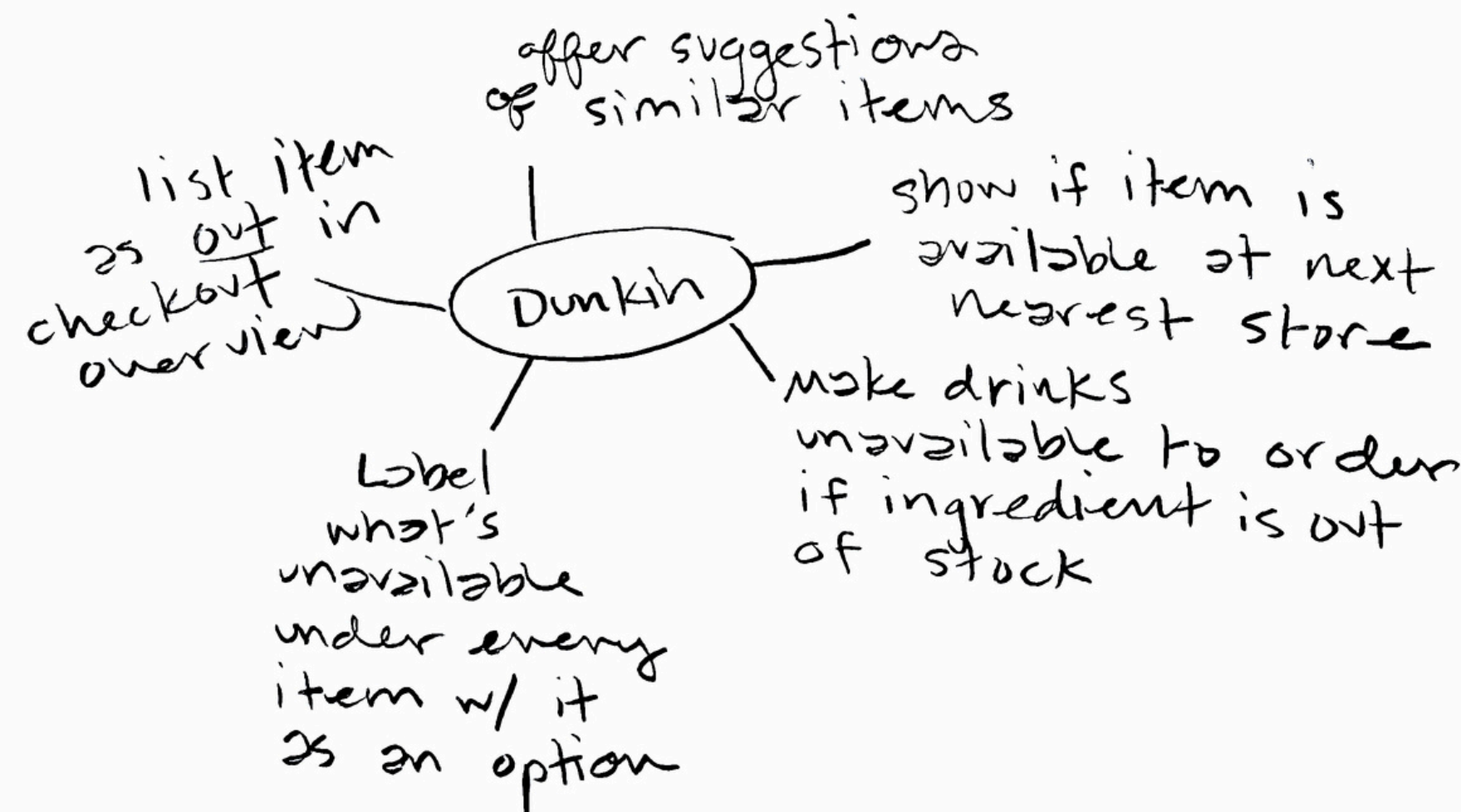
POV STATEMENT 1

Users who place orders through the app for pickup need to see if items are unavailable because having to wait for their alternate choice to be prepared negates the reason for ordering ahead.

IDEATION TECHNIQUE 1:

COVER STORY

COFFEE CONVOS

Breaking News! Dunkin App tells you when an item is unavailable!

No need to wait on your altered drinks!

Order with available ingredients to get your drink FAST!

If an item isn't available, you can choose something else- easy peasy!

Syrups
Vanilla
Caramel
Mocha

DNKN

IDEATION TECHNIQUE 2:

MINDMAP

offer suggestions of similar items

list item as out in checkout overview

Dunkin

show if item is available at next nearest store

make drinks unavailable to order if ingredient is out of stock

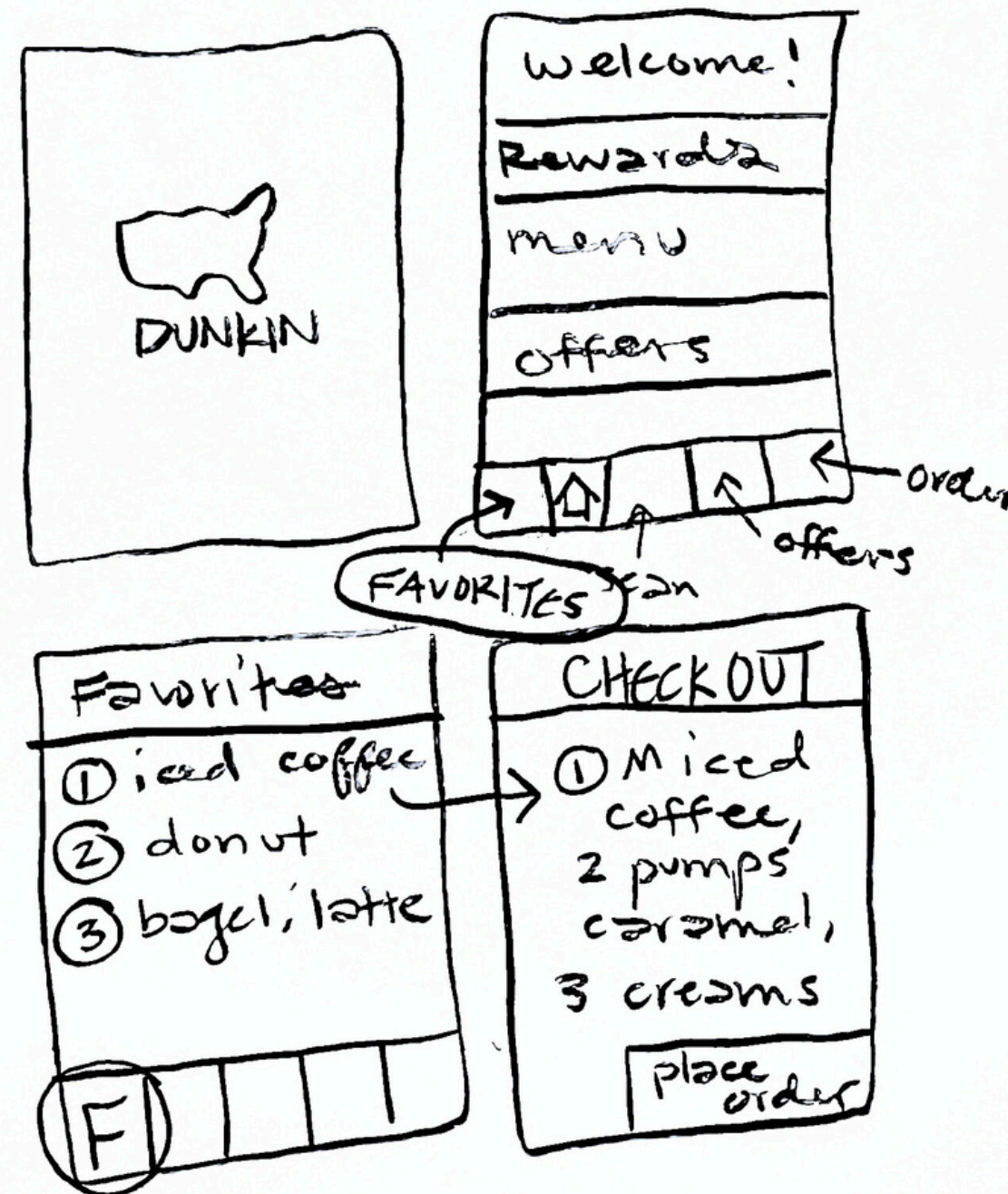Label what's unavailable under every item w/ it as an option

POV STATEMENT 2

Users who frequently order the same items need the ability to save these items as favorites because it's time efficient and makes ordering easier.

IDEATION TECHNIQUE 1:

SKETCH

IDEATION TECHNIQUE 2:

SCAMPER

Substitute: Offers tab for favorites

Combine: order tab and favorites

Adapt: to Starbucks favorites feature

Modify: when favorites can be added

Put to another use: Offers tab

Reverse: add new favorite before placing order

METHODOLOGY

Dutch Bros users want more accessible ways of scanning the app's QR code and the ability to see prices for items before ordering.

For the first issue, challenging assumptions provided a different perspective and potential arguments against the idea that could be disproved.

For the second issue, analogies made understanding the users easier and provided a new level of empathy.
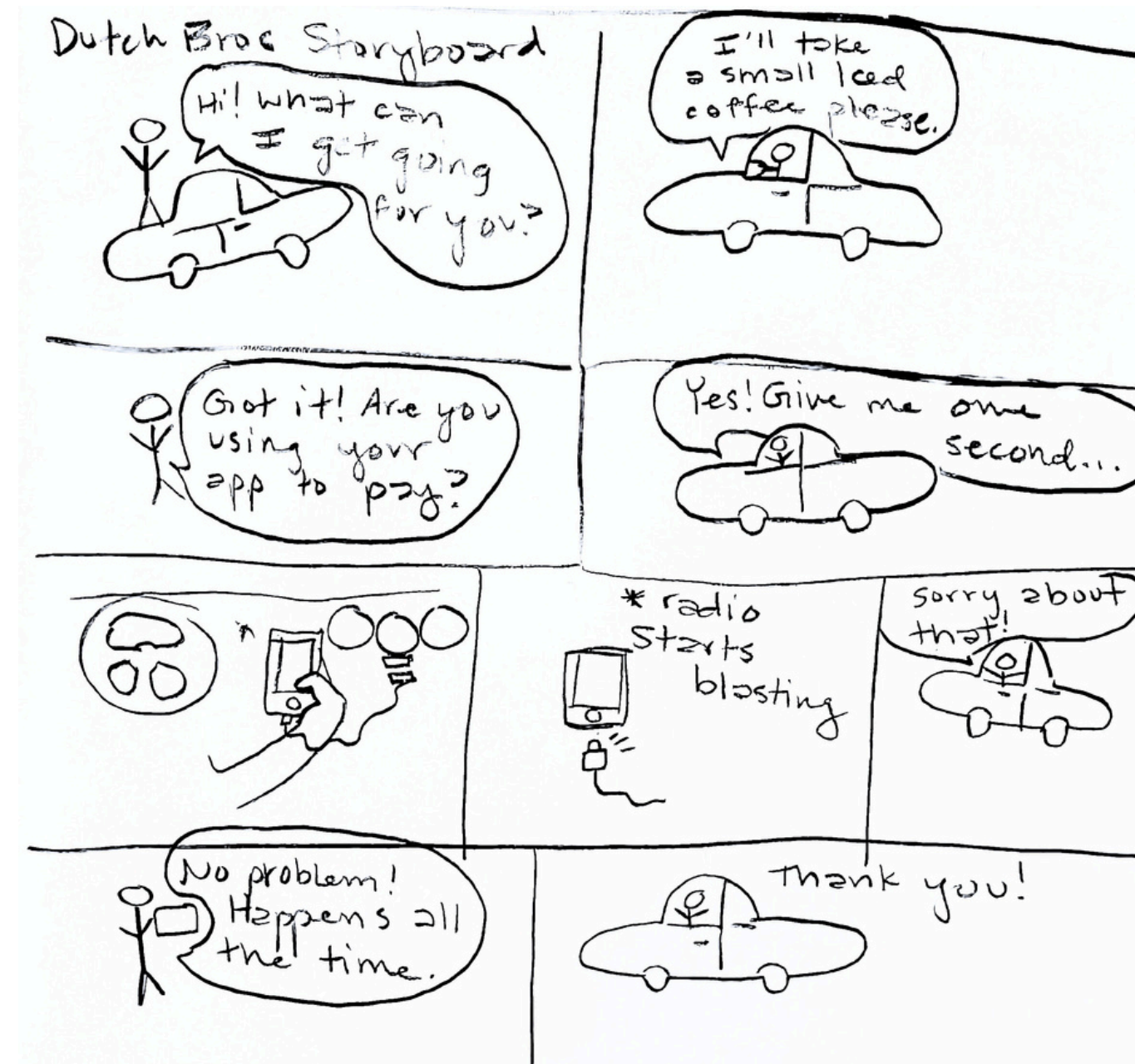
POV STATEMENT 1

Users who plug up their phones in their cars need the ability to pay with their smart watches because unplugging their phones can be difficult and distracting when trying to pay.

IDEATION TECHNIQUE 1:

STORYBOARD

IDEATION TECHNIQUE 2:

CHALLENGE ASSUMPTIONS

- QR codes are relatively new and new to scan from phone
- Common assumption that QR codes are tedious and hard to scan
- Assume that smart watch screens are too small
- If QR codes can be scanned from business cards, they can scan from a 1-inch screen

POV STATEMENT 2

Users who purchase items based on price need to have the prices listed under each item on the app because cost is a leading factor of deciding what to purchase.

IDEATION TECHNIQUE 1:

ANALOGIES

No prices listed =

no ingredients listed =

no job description on application =

not knowing gas price

IDEATION TECHNIQUE 2:

PROVOCATION

- Add value menu
- customers set their own prices
- Discount exiting seasonal drinks / low inventory
- list items from low to high price