

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

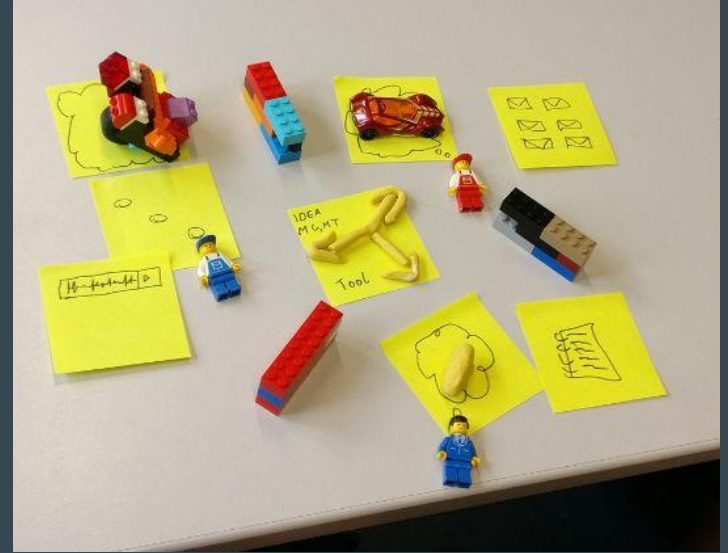
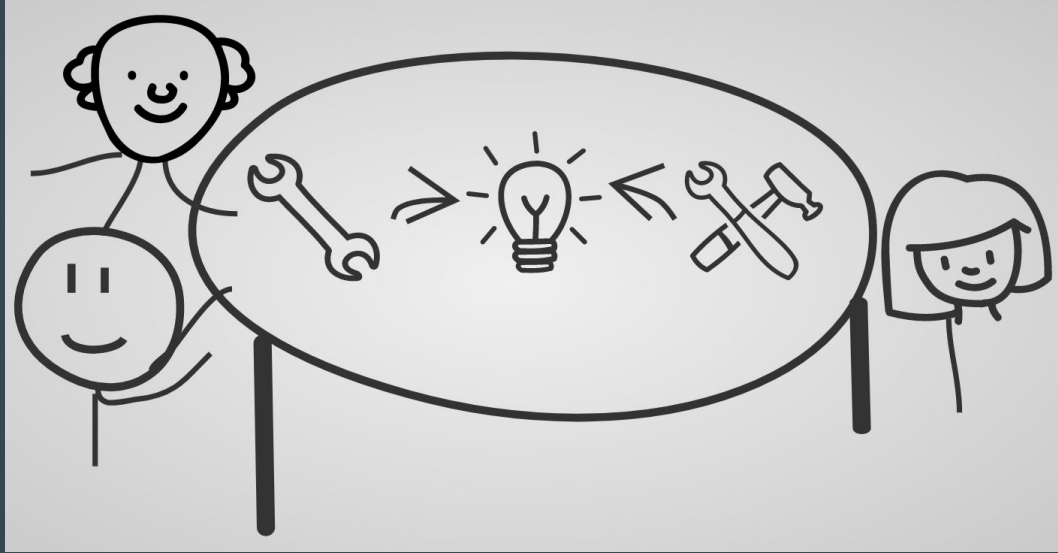
Describe your idea more detailed, how is it used?

Which problem does it solve?

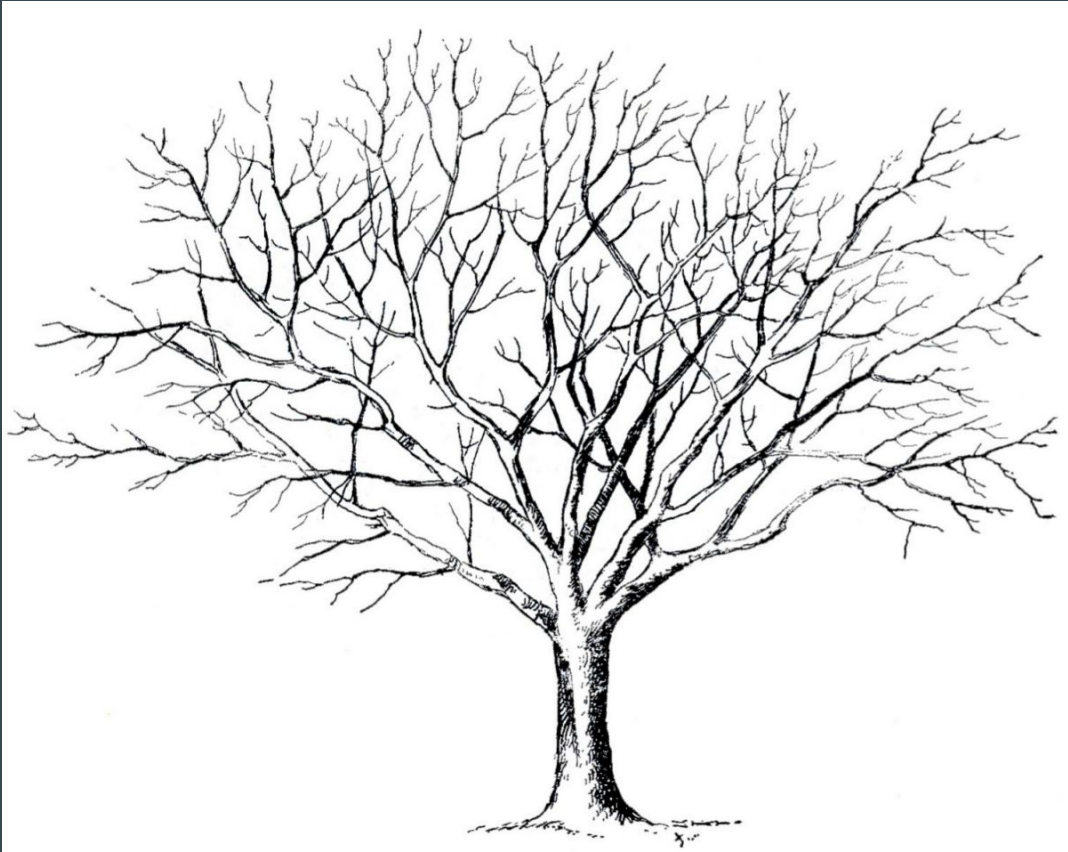
In which areas can it be applied?
(Categories e.g. private transport – bike)

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



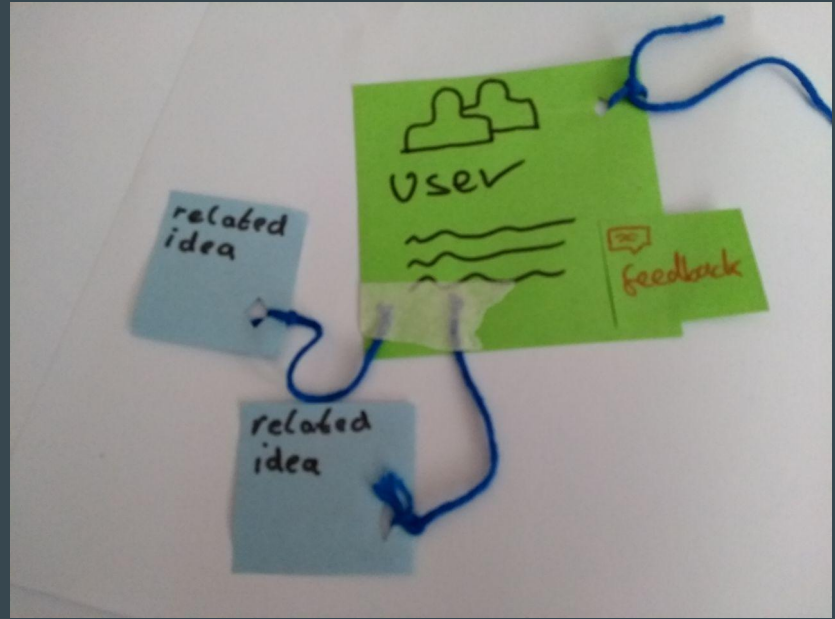
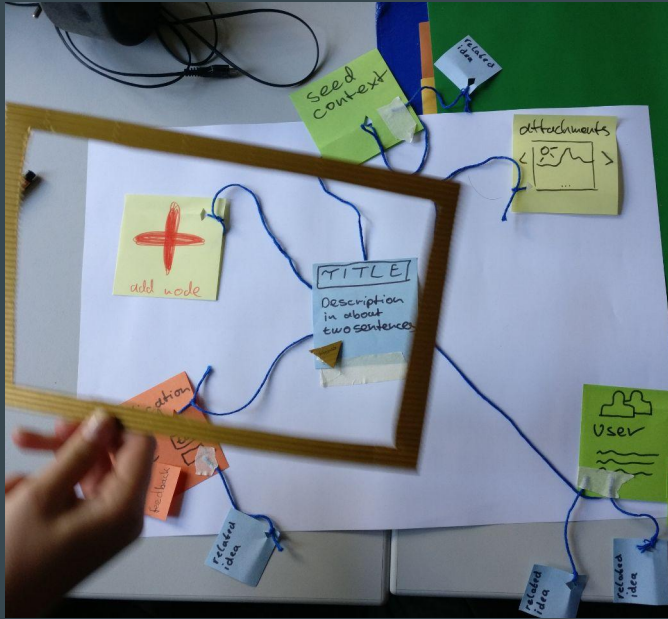
Feedback from tutorials

Ustertests 1 - Formative Evaluation

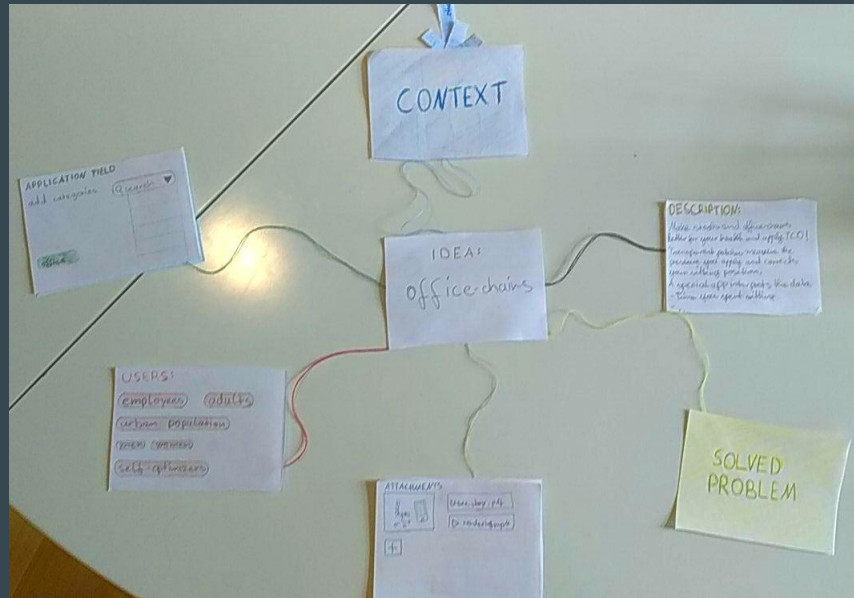
Ustertests 2 - Formative Evaluation

Summative Evaluation

Paper Prototyping I



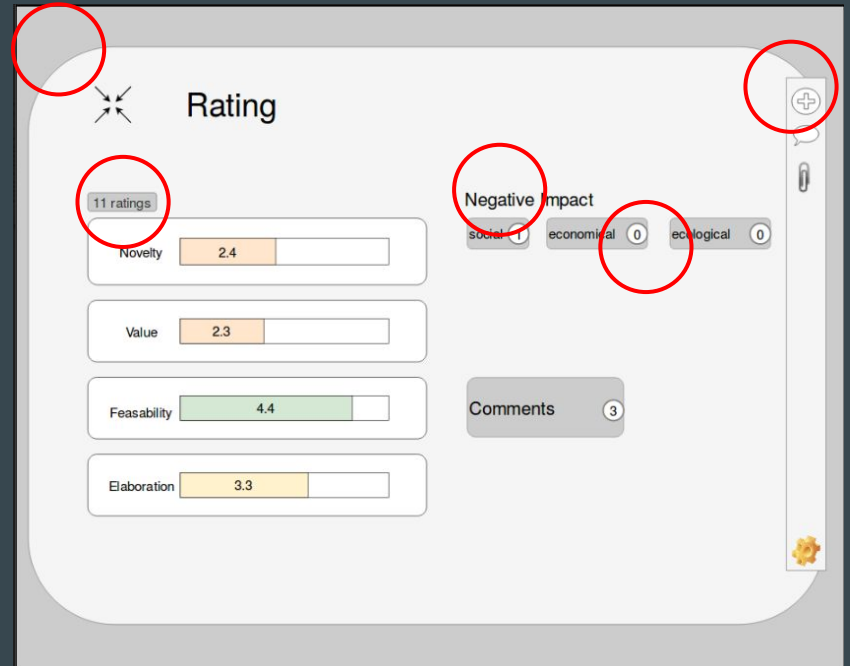
Paper Prototyping II



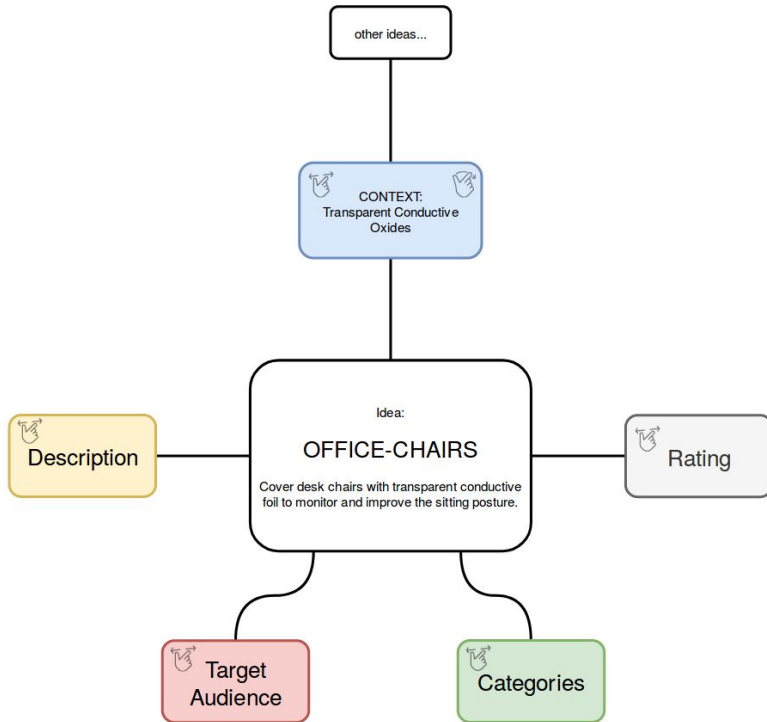
^{unimportant stuff?}
Solved Problem
- Description: Too much sitting is bad for your back LOL
- Wrong sitting postures is responsible for 70% of backache
- Working at the computer increases the probability for having a bad posture
- Risk of disc prolapse and low back pain is significantly increased

X X
X ✓

Low Fidelity Prototype I



Low Fidelity Prototype II



Application Fields

Office

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

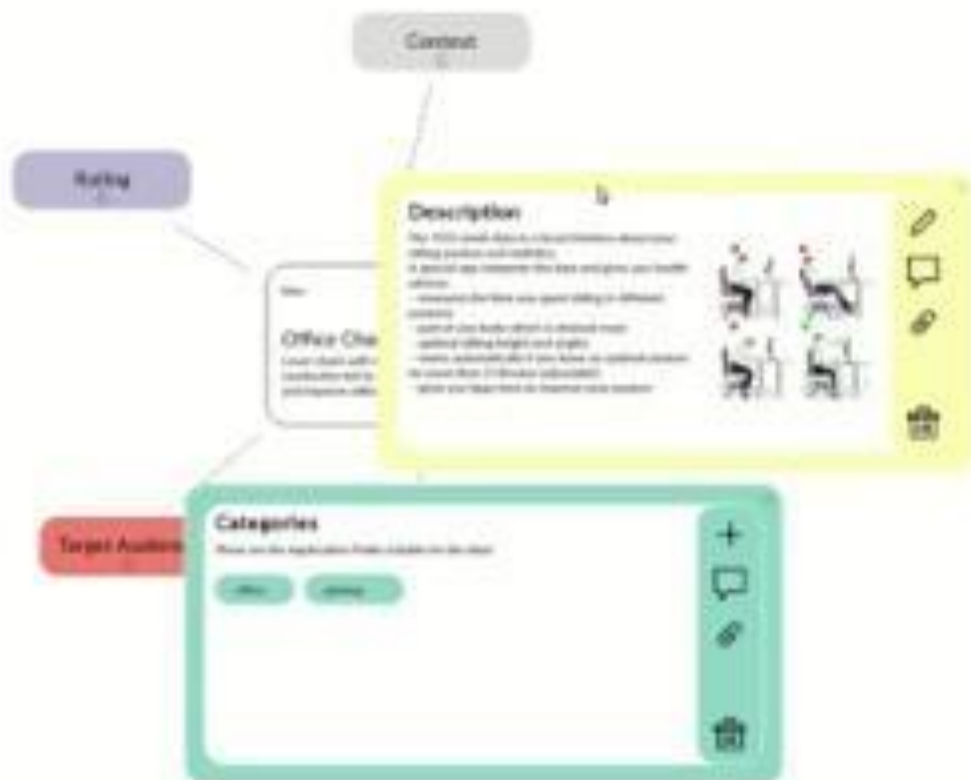
Gaming

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

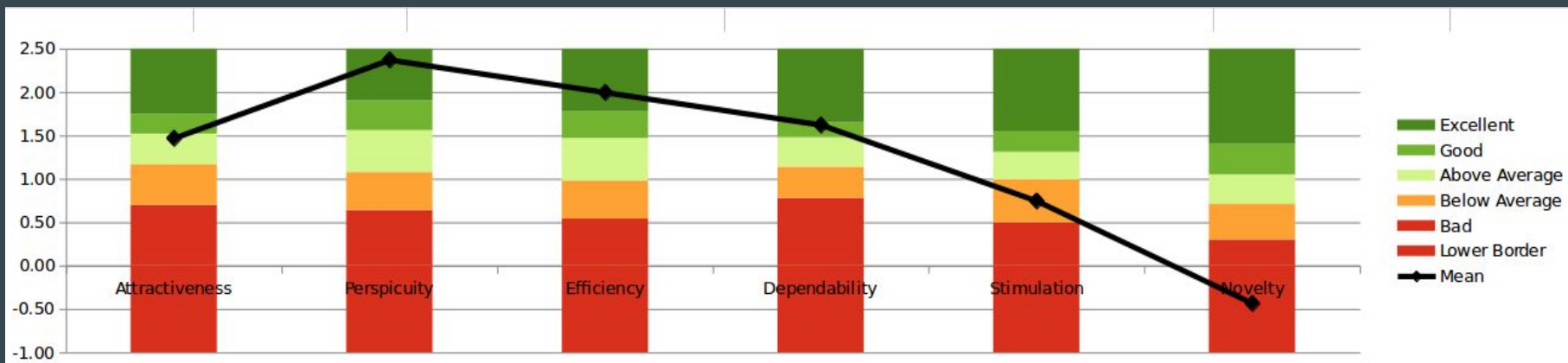
Health

Improvements to health care or personal well-being.





Summative Evaluation



UEQ Benchmark

Outlook

Short-term improvements:

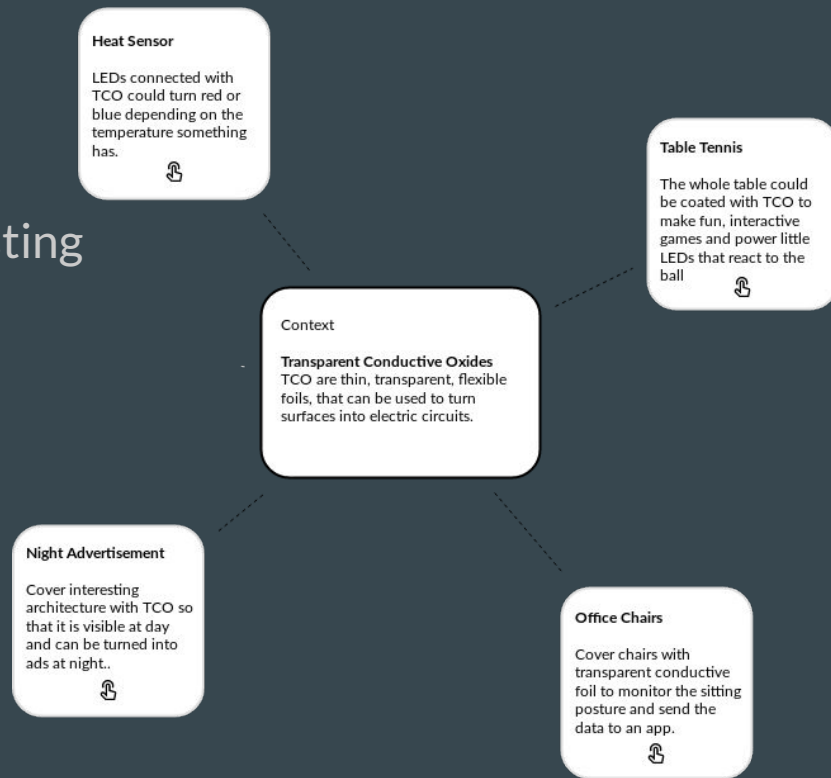
- Enable touch interactions
- Improve stubbing of node interactions



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://aзаusmalbilder.net/ausmalbild/426365>

Touch Table <http://www.evolute.com/multitouch-table.htm>

Graphics made with draw.io and sketchboard.me

Prototype made with p5.js