




IN230-UNIT 10

IDEATING DESIGN SOLUTIONS

SHORT OVERVIEW

- You will further explore the third phase of the design process this week, ideate. You will learn methods for developing ideas that can be applied to your design solutions.



- You will continue in the third phase of the design process: ideate. In this unit, you will explore design activities and develop ideas. To help you come up with lots of ideas for design solutions, you will complete design activities, like “How Might We” and “Crazy Eights.”

- Describe how to ideate.
- Explain Crazy Eights
- Explain How Might We.
- Describe how to present a competitive audit.

UNIT 10 OVERVIEW AND OUTCOMES

Course Outcomes:

IN230-5: Prepare a design plan for a mobile app to showcase in a digital UX design portfolio.

UNIT 10 READING

- **Qwiklabs Course: Start the UX Design Process: Empathize, Define, and Ideate**

- **Module: Ideating design solutions**

- **Videos:**

- Use insights from competitive audits to ideate
- Vanessa – My journey to UX
- Use How Might We to ideate
- Use Crazy Eights to ideate
- Consider user journeys during ideation
- Wrap-up: Ideating design solutions
- Congratulations on completing Course 2: Empathize, Define, and Ideate

- **Readings:**

- How to present a competitive audit
- Best practices for How Might We
- Best practices for Crazy Eights
- Optional – Activity Exemplar: ideate for your CoffeeHouse project using Crazy Eights
- Glossary
- Start the next course

UNIT 10 LEARNING ACTIVITIES

Qwiklabs Course: Start the UX Design Process: Empathize, Define, and Ideate

Module: Ideating design solutions

Learning Activities:

Optional – Practice Activity: ideate for your CoffeeHouse project using Crazy Eights

Graded Quiz: Weekly Challenge 4: Research in the design process (a score of 80% or higher is required by Google for your certificate, in addition to the Unit 10 Assignment requirement)

UNIT 10 DISCUSSION

■ Topic 1: Share Your Course Experience

■ As you reach the end of this course, it is important to recognize how much you have learned and accomplished. You learned about the many steps in the empathize, define, and ideate process, and did a great deal of work. As you reflect on everything you have done, reflect on the following:

- What was the most interesting thing you learned about in this course?
 - What was the most challenging thing?
- Please include a written response of one to two paragraphs (100-200 words). Be sure to include at least one reference (Qwiklabs is fine) with your initial post. Then, check out what other learners have written and comment on at least two of their posts.



UNIT 10 ASSIGNMENT

- **Unit 10 Assignment: Research in the Design Process**
- **Outcomes addressed in this activity:**
- **Unit Outcomes:**
 - Describe how to ideate.
 - Explain Crazy Eights
 - Explain How Might We.
 - Describe how to present a competitive audit.
- **Course Outcome assessed:**
- **IN230-5:** Prepare a design plan for a mobile app to showcase in a digital UX design portfolio.



Purpose



This quiz will assess your knowledge of research in the design process.



The graded assessments in Qwiklabs are quizzes and/or hands-on activities. These assessments are meant to enhance your understanding of user experience design. They will also help to prepare you for the Google Certification at the end of the program.



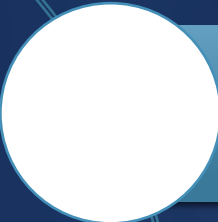
- Navigate to the Qwiklabs portal in this course and log in to the Google Certification course titled “Start the UX Design Process: Empathize, Define, and ideate” to access the graded assessments. As a reminder, you should watch all videos, complete the readings, and complete the practice quizzes before attempting the graded assessments.

1. Please **review the Unit 10 Assignment Rubric** (under Course Resources) before beginning this activity.
2. Complete the following graded assessment:
 - **Graded Quiz: Weekly Challenge 4: Research in the design process**

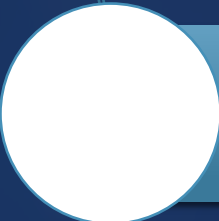
REQUIREMENTS

- The graded assessments are timed and **must be passed with a score of 80% or higher**. You will have three attempts on graded quizzes within a 24-hour period and five attempts on graded hands-on lab assignments. The graded assessment **must be completed no later than 11:59 p.m. ET on Tuesday**, so plan your time accordingly if you need to retake the quiz or hands-on lab.
- Complete the following graded assessment:
 - **Graded Quiz: Weekly Challenge 4: Research in the design process**

DIRECTIONS FOR SUBMITTING YOUR ASSIGNMENT



Please take a screenshot(s) of the final score(s) you received on the graded Qwiklabs assessment you completed for this unit. Review [how to take a screenshot on a PC or a Mac](#), as needed.



Place the screenshot(s) in a Microsoft Word Document and save your assignment document according to this convention:
IN230_Unit10_LastName_FirstName (use your own name of course).



Submit your completed assignment to the Unit 10 Assignment Dropbox by the deadline.



HAVE QUESTIONS?

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