

Generation of the Idea

Sources of project idea generation :

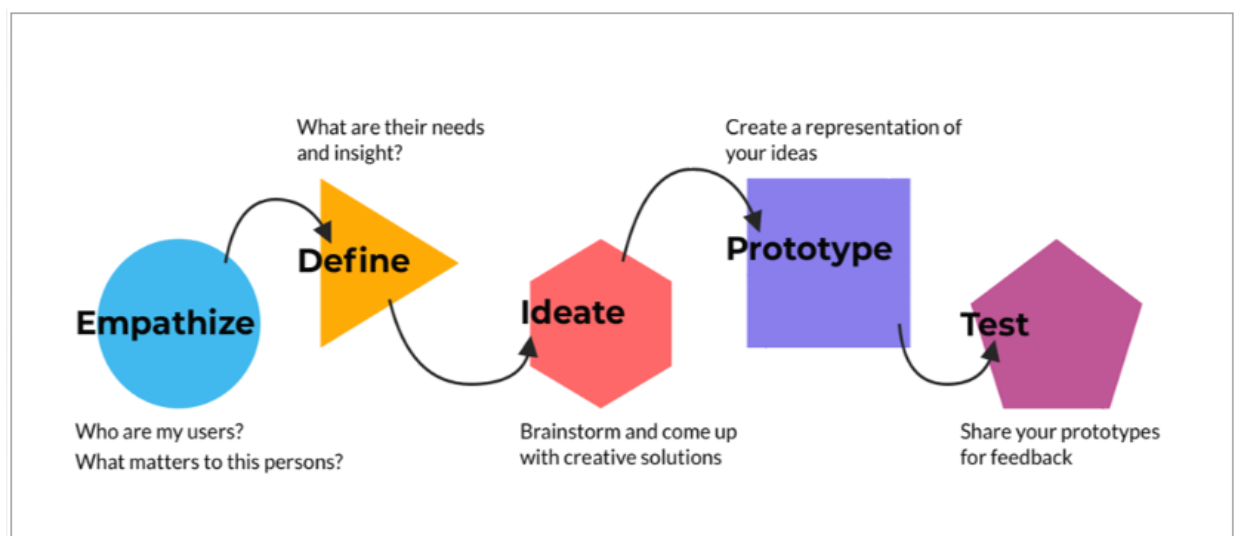
- **Internal sources** related to the individual. It includes personal interests, points of differentiation and strengths, and hobbies.
- **External sources** related to their environment. It includes education and training, documentation, and knowledge of the sector.

Design Thinking:

Design Thinking is a creative, human-centered approach used to generate innovative ideas and solve problems effectively. It focuses on understanding users' needs, challenging assumptions, and redefining problems to identify alternative strategies and solutions.

The process typically involves five stages:

- 1- Empathize: Understand the users and their experiences through observation, and research.
- 2- Define: Clearly identify the problem or need based on insights gathered.
- 3- Ideate: Brainstorm and generate a wide range of creative ideas without judgment.
- 4- Prototype: Build simple models or mock-ups to explore possible solutions.
- 5- Test: Try out prototypes with users, collect feedback, and refine the ideas.



Idea Generation Techniques:

Brainstorming : A group creativity technique to generate a large number of ideas freely without criticism.

SCAMPER Technique : A structured method that encourages creative thinking by asking questions based on actions: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse.

Six Thinking Hats (De Bono's Method): A technique that uses six colored “hats,” each representing a different thinking perspective (facts, emotions, caution, optimism, creativity, and control).

Mind Mapping A visual method to organize and connect ideas around a central concept, helping to explore all related aspects creatively.