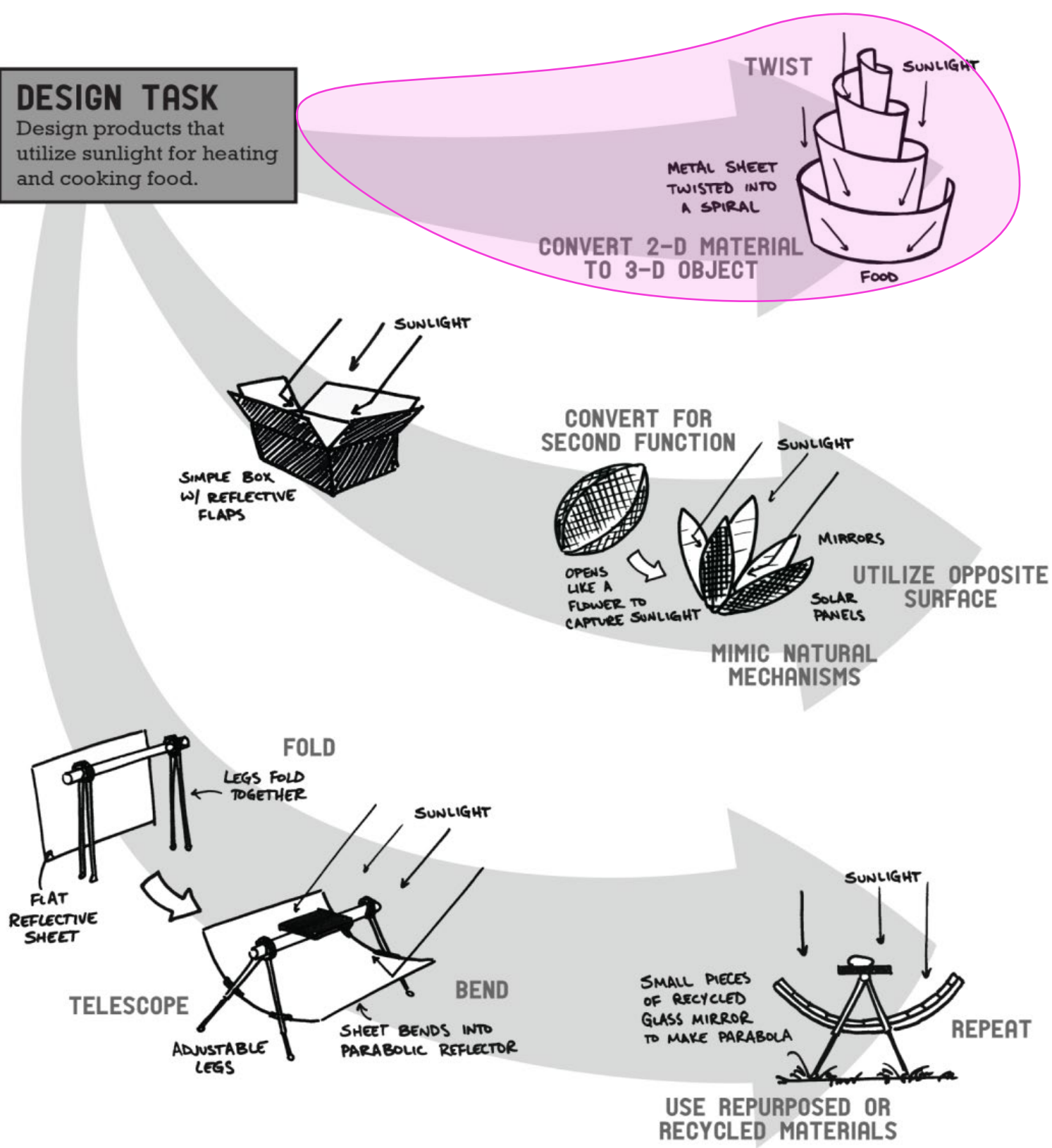


# Idea Initiation

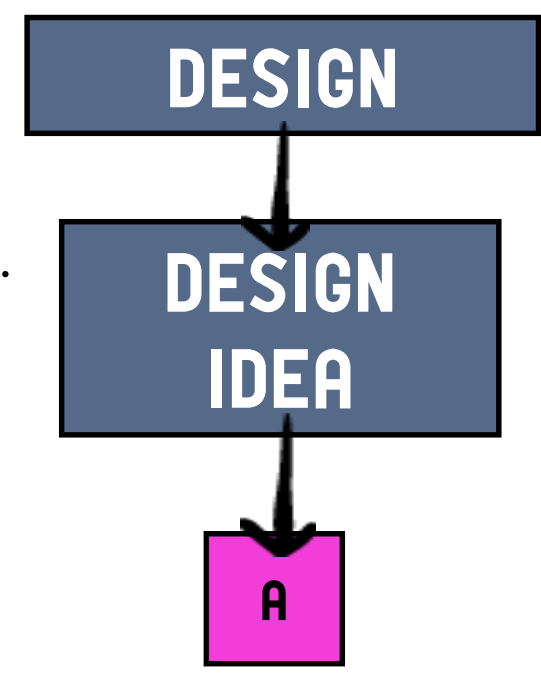


**DESIGN TASK**  
Design products that utilize sunlight for heating and cooking food.



Idea Initiation means to generate ideas.

- It can be difficult to generate ideas from the 'top of our heads'.
- We often have one idea, and find it difficult to think of more ideas.
- We often look at existing solutions or ideas to help us generate ideas.
- We often fixate (become obsessed) with:
  - Existing ideas
  - Existing solutions/products
  - Prior experience.



## Think like a designer with Design Heuristics

- Design Heuristics are idea modifiers, which:
- Offer an exciting means of generating a initial ideas during the idea generation process.
  - Help us when we cannot think of initial ideas.
  - Prompt us when we are stuck for ideas.

## Design Heuristics are represented on cards.

- Use any part of a card to generate a new idea
- Generate new ideas by applying a card to a previous idea
- Use the abstract image to inspire ideas
- Use the title to inspire ideas
- Use the description to inspire ideas

