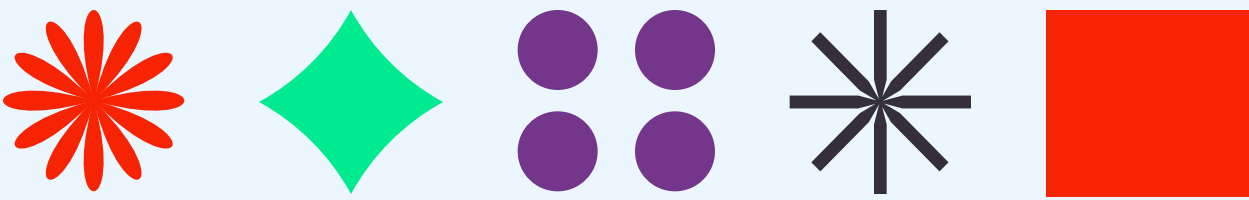# Eureka!

A toolkit designed to assist student designers in generating ideas through curveballs and constraints, while promoting collaboration within groups

## Problem Space

Student designers, especially those just starting their design education, often face a common challenge: sparking creativity in a collaborative setting.

They often lean too much on competitors and design precedent knowledge, limiting their creative scope and leading to less innovative outcomes.

The practice of drawing heavily from design inspirations tends to promote imitation over true innovation, hindering the development of unique design solutions.

## Research Highlights

◆ Creative thinking processes involve a set of cognitive operations that foster idea generation (Chavula et al., 2022).

◆ Non-intentional idea-generation is driven by a set of external clues (Hirohito & Koichi, 2002).

◆ Modifying existing products or ideas is encouraged to inspire new creations (Kohls,2015).

## Solution

Introducing Eureka, a toolkit crafted to assist student designers in generating unique ideas using three types of cards.



## Goals

### Cultivate a Creative Mindset
Equip student designers to foster an innovative mindset, enabling them to see beyond conventional solutions.

### Navigate Ambiguity with Confidence
Empower students to confidently approach and navigate through ambiguity and turning uncertainty into a canvas for innovation.
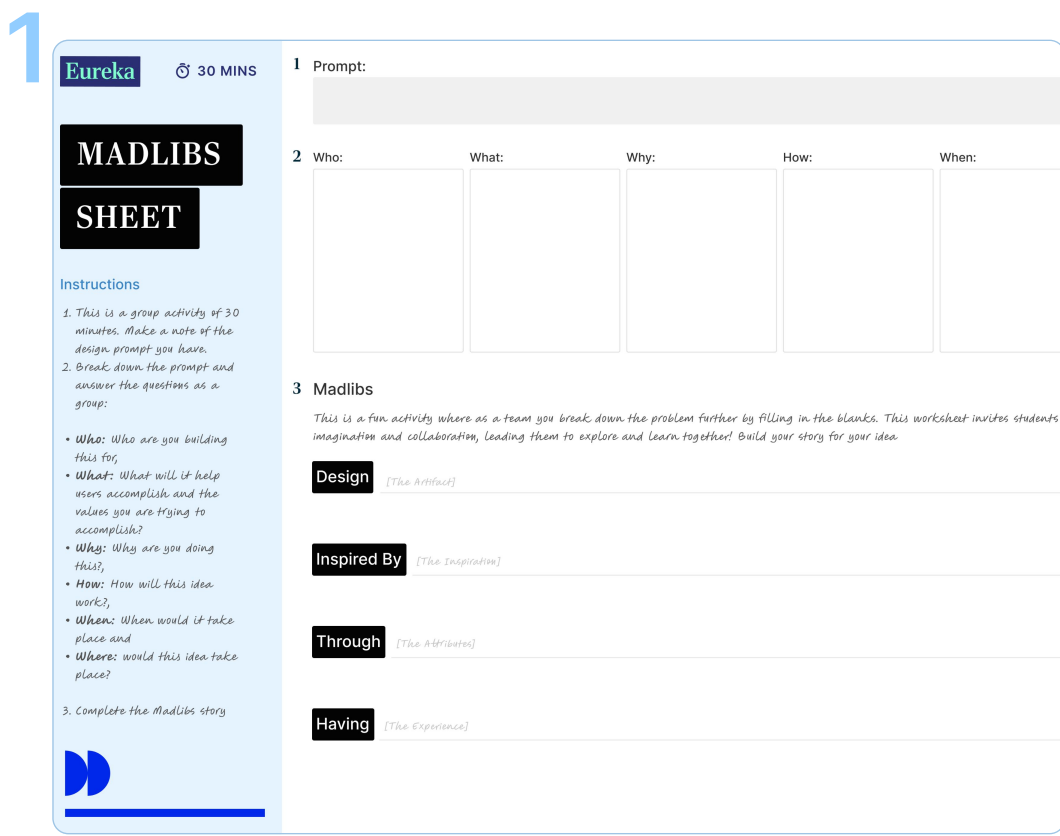
### Foster Group Collaboration
Promote an environment where students collaborate with each other and share their ideas, leveraging diverse perspectives and skills.
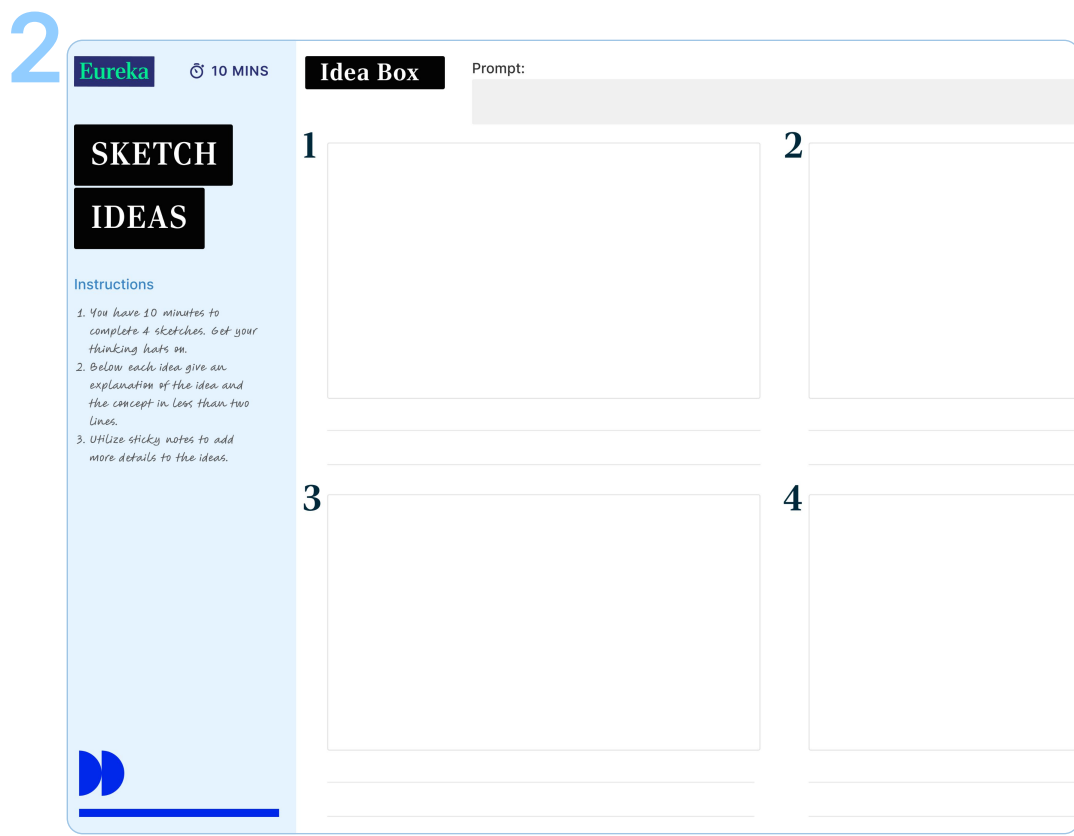
### Accelerate Idea Generation
Eureka is designed to streamline the process of coming up with new ideas, ensuring that student designers can develop and iterate on unique ideas.

## How Eureka Works?

**1**



### Setting the Context
In this group activity, students will analyze the prompt by answering questions. Students craft a storyline using Madlibs concept.
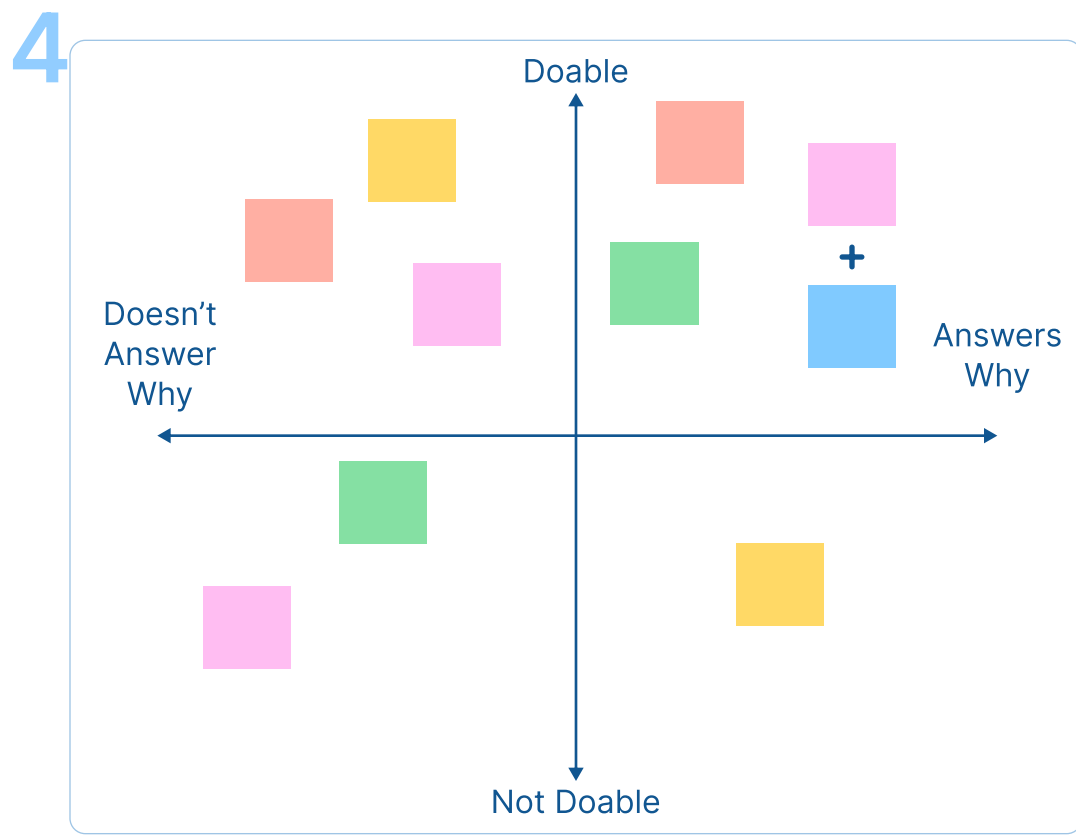
**2**



### Sketch Out Four Ideas
Students individually sketch four initial sketches within ten minutes. For each sketch, they provide a brief explanation of each idea.

**3**



### Curveball Spinner
One student spins the wheel, picks up spinner cards, and students individually complete tasks that might be a combination of multiple cards.

**4**



### Feasibility Matrix
Students collaboratively place their ideas on a matrix, combining them to generate unique ideas that align with the initial prompt and form patterns.