Initial ideas

Coming up with ideas is a difficult process. Sometimes ideas ‘just come to us,’ seemingly from nowhere and the tendency is to jump onto these initial ideas and to not push ourselves beyond this.

Good ideas come to us because we have produced good research that we have analysed in detail. These building blocks are the catalyst for intuitive thinking or for the ideas that ‘just come to us.’

Coming up with ideas beyond this initial starting point is where we have to dig deep and work a bit harder at finding inspiration.

Again, this is where good, detailed research helps us enormously. The observations we make about colour, shape, material, size, function are all really important in this process. The really good stuff we get from our research is the stuff that comes from the observations about why we like something or how it makes us feel. How something makes us feel us a hard thing to pinpoint but we all know instantly if something appeals to us-if ‘we like it’.

When we buy a pair of shoes, we choose the pair that’s right for us based on how comfortable they make us not only feel in literally how comfy they are, but how they make us feel when we wear them. Do I feel confident in these shoes? When I wear these shoes do I feel really stupid and conspicuous?

Noticing these details is what will give you the resources to help you come up with your own designs.

Make sure you have analysed all the research you have produced for the question you have chosen against all the points on the analysis help sheet which is pasted below.



