

7. Divergent Thinking

Divergent Thinking is a thought process or method used to generate creative ideas by exploring many possible solutions as possible no matter how weird or wacky.

Divergent Thinking leads to creativity.

It is: The ability to see lots of different answers.

The ability to see lots of ways to interpret a question.

The ability to “think outside the box.”

How can we do this when designing?

Firstly we can look at the task or question and try to interpret it differently.

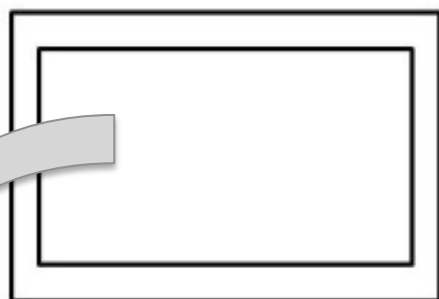
Don't set out to try and come up with the one obvious answer.

How to use Divergent Thinking

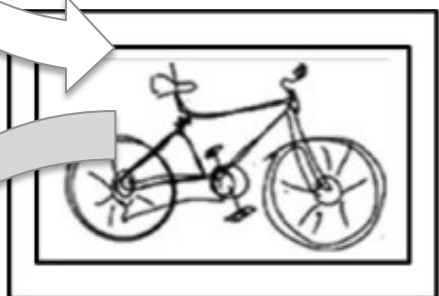


SPECIALIZED

Specialized are a leading bike supplier in the UK. They have asked their design team to come up a range of ideas that will revolutionise the bike market. They want their design team to come up with a brand new design for a bike never seen in the UK market before.



Draw two rectangles one inside the other



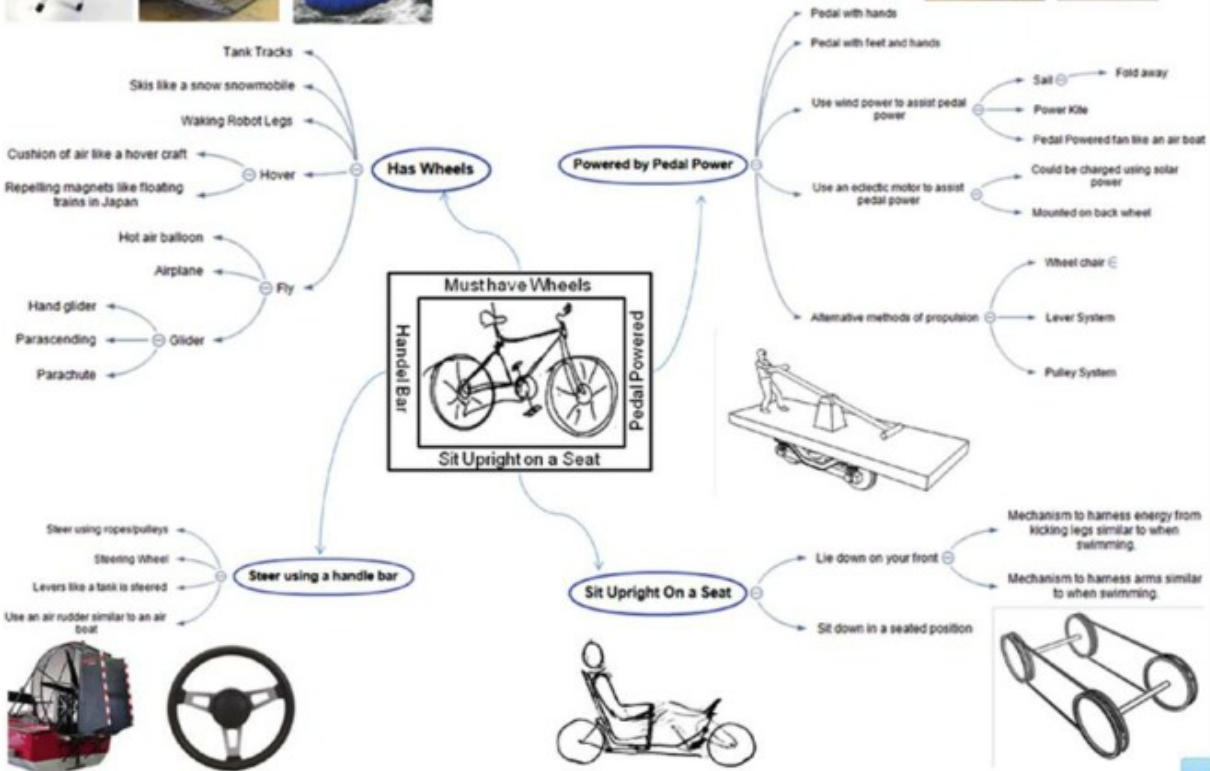
Draw a quick sketch of the product or the problem you have chosen to design or solve



Write down the first four assumptions that come into your head regarding the product

7. Divergent Thinking

Mind-map as many different alternatives you can to the assumptions you have made



Using those alternative assumptions come up with a range of ideas



Task: Use divergent thinking to come up with a range of alternative ideas.

Apple have asked their designers to come up with concept ideas for a new mobile phone. They wish to produce a phone which will revolutionise the mobile phone market like the iPhone did. The ideas can be concepts and be as wacky as you like, the technology may not yet exist for your phone, but it may have the potential to be developed.

Airbus have asked their designers to come up with concept ideas for a new plane that will revolutionise the holiday market. Produce a range of concept ideas for this aircraft of the future

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Cover

Work

Sheet

No 7