IDEATION METHODS

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OVERVIEW AND METHODOLOGY

The goal of this assignment was to experiment with different ideation techniques. If I were to work on this with other's, there would be more variety in my ideas, but since I did this by myself, my ideas tended to be quite similar.

Using Point-of-view (POV) statements I previously developed, I used three ideation methods, two for each POV statement, to produce potential solutions to the problems I identified. The three methods I chose were: Brainstorm, Analogies, and Gamestorming.

Brainstorming consists of leveraging the synergy of the group to reach new ideas by building on other's ideas. You should be able to discuss your ideas freely with fearing any criticism while also creating an environment where all the participants embrace wild ideas.

Analogies consist of forcing you to look at the situation from other perspectives to create potential solutions. Analogies allow us to express our ideas in an understandable and motivating way.

Gamestorming is a set of ideation and problem. An example of Gamestorming would be a Fishbowl. Fishbowl is an ideation session where the participants sit in two circles, one smaller and one larger surrounding the smaller one. Participants in the smaller circle talk about their ideas and brainstorm while participants in the outer circle listen and observe.

After addressing frustrations from users regarding FanDuel's app, I concluded that bettors are sometimes hesitant to place a wager if they do not know the team's lineup and sometimes new bettors accidently place wagers by pressing the wrong button, not knowing what they are doing. To express these concerns, I created two POV statements:

1. Users who wish to see the lineup of the team they are betting on **need** to be able to see them **because** some players in the lineup may make the person bet for or against that team.

2. Users who bet infrequently **need** to have the option to set up the option to put a 4-digit code in before placing a bet **because** since they are an infrequent user, they may not be 100% sure what they are doing and make sure that the bettor is not making a mistake and is making the best they intended to make.

To address these POV statements, I used a combination of the Brainstorm method and Analogies method. The brainstorm method provided me with the ability to talk about my ideas freely without being judged so I could say what was really on my mind and think more clearly. The analogies method allowed me to look at the statements from another point of view than my own which allowed me to be more efficient while analyzing them.

Brainstorm

1. Develop a way to show the lineup for each game in a way that is easy to find.

2. Create a paid option to see lineups. Pay $10/year to see every lineup for each team.

3. Develop worse odds if someone wants to look at the lineup. Instead of the odds being -110, make them -120.

4. Don't put out any prob bets until the team's lineup is announced, even if the bettor does not have access to the lineup.

Analogies

1. Be sure to make things easily accessible for the user. If they want pay for a subscription to see the lineup, make it easily accessible for them rather than the user having to search all over for it.

2. If I was this product, I would make sure to promote the option to pay for a subscription to see the lineup. Not only will FanDuel generate more revenue from all the subscriptions, but also from people betting more because they "think" they know which team will win.

Brainstorm

1. Develop a way for an infrequent user to enter a 4-digit code to place a bet.

2. Make it a two or three step process before being able to place a wager.

3. Make it so that new users must go through some form of training before being able to place a wager.

4. Besides promoting how good of a platform FanDuel has, Fanduel must also promote that there are restrictions in place to ensure all bets made are meant to be made and not made by accident.

Analogies

1. When a new user signs up on FanDuel, make it a necessity for them to create a 4-digit code and then once enough bets are placed, the user has the option to turn off the 4-digit code

2. If I was this product, I would make sure that new users know that they will never make a bet without being fully sure that they want to place that specific wager.

After addressing frustrations from users regarding DraftKings app, I concluded that bettors need to see the score of the game when placing a live wager as it would be unfair for them not to know along with the need for users placing a bet being abler to clearly see what they are placing a wager on because if the screen remains small, it increases the chance of making a mistake. To express these concerns, I created two POV statements:

1. Users who wish to place a live bet **need** the ability to see the score of the game when placing their bet **because** otherwise it would not be fair for the bettor to not see the score of what they are betting on.

2. Users placing a bet **need** to be able to see what they are placing clearly **because** if the screen continues to remain tiny, that will increase the chance of a bettor placing the wrong bet or more money than they wanted to.

To address these POV statements, I used a combination of the Brainstorm method and the Gamestorming method. The Brainstorm method provided me with the ability to talk about my ideas freely without being judged so I could say what was really on my mind and think more clearly. The Gamestorming method allowed me to listen to the ideas of others so I can shape my ideas and then brainstorm.

Brainstorm

1. Develop a way for users to see the score of the game before placing a live wager on it.

2. Create an option for bettors to choose whether they want to see the score of the game before placing a live wager. If they want to see the score, the odds remain what they normally are. However, if the user does not want to see the score, give increased odds.

3. Develop an option where the user sees the score of the game before even having the opportunity to look to place a wager.

4. Don't allow live bets until after the 1st quarter and don't allow any bets once the final quarter starts.

Gamestorming

1. Have DraftKings users sit in a circle discussing their opinions regarding showing live scores before placing a wager while you sit in the outer circle and listen to produce a solution based on their response.

2. Have DraftKings users sit in the outer circle while the developers of DraftKings discuss new ideas regarding showing the scores of games. Once that discussion is done have the outer circle switch with the inner circle and analyze how the original outer circle responds when they start talking within the smaller circle.

Brainstorm

1. Develop a way for the option to place a wager screen to be bigger once a game is clicked on

2. Create a new screen option once a game is clicked on that allows you to only see the odds of the game with no other distractions.

3. Develop a way so that once a bettor clicks on a game, they see nothing other than what they are about to make a bet on because currently that screen is small and if someone has a tough time seeing things close, it only makes placing the correct wager harder.

4. Refrain from showing a false advertisement in the app store where the bet slip screen appears bigger on the app when the real bet slip screen is tiny.

Gamestorming

1. Assume that the bet slip screen is bigger, what more would users want to see in that bigger screen?

2. Have users earn their way to a bigger screen or the option of having a smaller screen for a bet slip. Once enough wagers are made, the user has the option to keep a big screen for a bet-slip or make it a smaller screen so they can make multiple wagers at once.

After addressing frustrations from users regarding the BetMGM app, I concluded that users should be able to place wagers on what they want without being restricted. I also concluded that there must be a biometrics feature for users who wish to quickly place a bet as it is easier and more convenient than having to type in a username and password to login. To express these concerns, I created two POV statements:

1. Users who place wagers **need** to be able to place what they want **because** without being able to do so, both the user and BetMGM are losing out on a chance to make money.

2. Users who want to place a bet quickly **need** a biometrics feature for when they login **because** it is faster and more convenient than having to type in your username and password each time you log in.

To address these POV statements, I used a combination of the Analogies method and the Gamestorming method. The analogies method allowed me to look at the statements from another point of view than my own which allowed me to be more efficient while analyzing them. The Gamestorming method allowed me to listen to the ideas of others so I can shape my ideas and then brainstorm.

Analogies

1. Be sure to make sure that there are no restrictions on what someone can place a wager on

2. Based on the previous bets the user has made, have the teams they frequently bet on show up first, so the user does not have to scroll as far to find that team.

3. If I was this product, I would make sure to promote that there are no limits to what you can place a wager on or how much money you can place on a wager.

4. Once the user is in the app, have promotions pop up that show there are no limitations and possibly even have a "no limit" parlay option for a week during the NFL season where the odds are increased.

Gamestorming

1. Assume you are the user and want to place a wager on an outlandish game, would you like to be able to place that wager? Put yourself in the shoes of the user.

2. Have users of the app sit in a circle and discuss whether they feel like there is not enough for them to bet on or if there is enough options for them to bet on. Once you are done observing this discussion, discuss with the rest of the development team the changes that must be made to enhance the user experience and give the users what they want.

Analogies

1. Don't make it necessary to have people set up biometric options as some people may not be comfortable with it.

2. Make the option to set up a biometrics login stand out so the user can see the option to have a biometric login is available.

3. If I was this product, I would make sure to promote in the app store before someone even downloads the app that there is a biometrics login available for a faster login option.

4. Once the user is in the app, if they login using a biometrics login, give the user the option to place wagers using biometrics rather than clicking on multiple options to make the process of placing a wager go faster.

Gamestorming

1. Assume that you are the user and want to quickly place a bet. Would you want to have to manually type in your login information or be able to instantly login by showing your face to the screen? Put yourself in the shoes of the user and imagine what they would prefer.

2. Have users of BetMGM sit in a circle and discuss whether they think a biometric login option would be beneficial. Allow them to share their reasons for and against having a biometrics login. See if they are for it because it will make things easier or if they are against it because they fear it is a violation of privacy. See if they realize that BetMGM already has a lot of their information, including their social security number so a biometric login would allow them to put a face to the user's account.