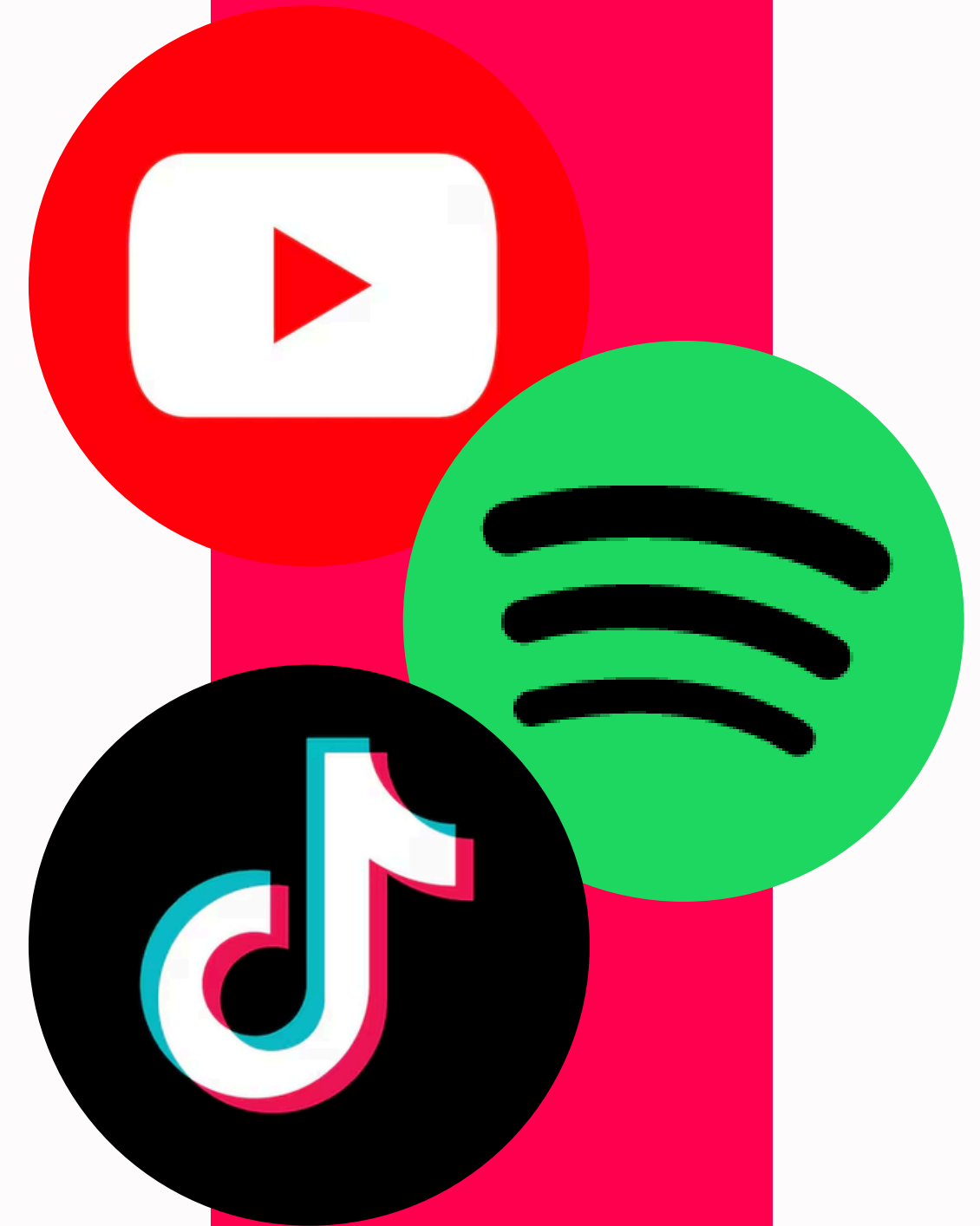# Ideation Techniques

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Principles of User Experience
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✓ Summary

For this analysis, I use **ideation techniques** to explain and create possible ideas and solutions based on previous POV statements for the apps **YouTube**, **Spotify** **and** **TikTok**.

Within the analysis, you will understand how ideation techniques are used to create solutions and the different types of techniques that exist such as Brainstorming, Sketching, Mind-maps and so many more!
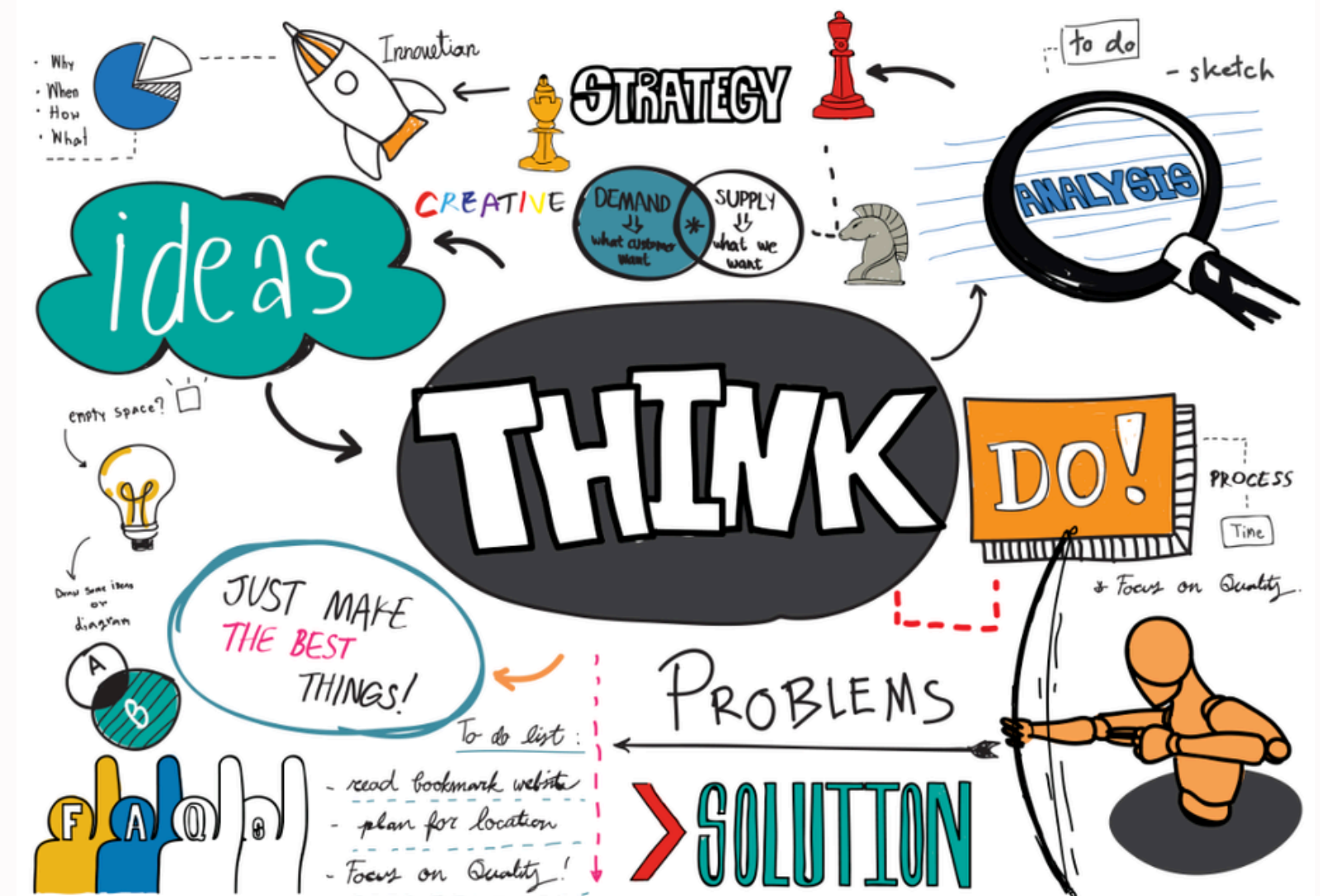
YouTube Methodology

Best Methods

1. Braindump: I think brain-dump was the best for both POV statements. The method provided a way for me to come up with multiple ideas extremely quickly. I also liked how the method is meant to be random, it caused me to expand on the mountain of ideas that people would already think of.

2. Storyboard: Storyboarding didn't originally start off as one of my methods. But when I tried it, I was amazed. Navigation plays a big role in YouTube. When I finally saw how a user would go through each solution, it made the user's journey feel worthwhile. This one was most beneficial for the second POV.

3. Sketching: Despite how much I could write, I wanted a lot of visual ideas as well. I loved sketching one-off and complex ideas.

Method 1: Braindump

Method 2: Storyboard

Method 3: Sketching

YouTube POV 1 Ideation

*POV 1: Users who watch videos repeatly need a system for controlling advertisements because they interrupt the content AND there is no indication of when they will happen, so users end up annoyed.*

SUBSCRIBE

Braindump

- Ad placements in YouTube video timelines
- Update current system to have ads either happen before and after videos, or directly in the videos.
- Higher security for YouTube accounts, so users get ads that are intended for their age.
- If there is a sponsor for a YouTuber, then that should be the only ad users get from their video.
- System like Google my Ad Center, where users can pick and choice what ads they'd like/dislike.

Sketching
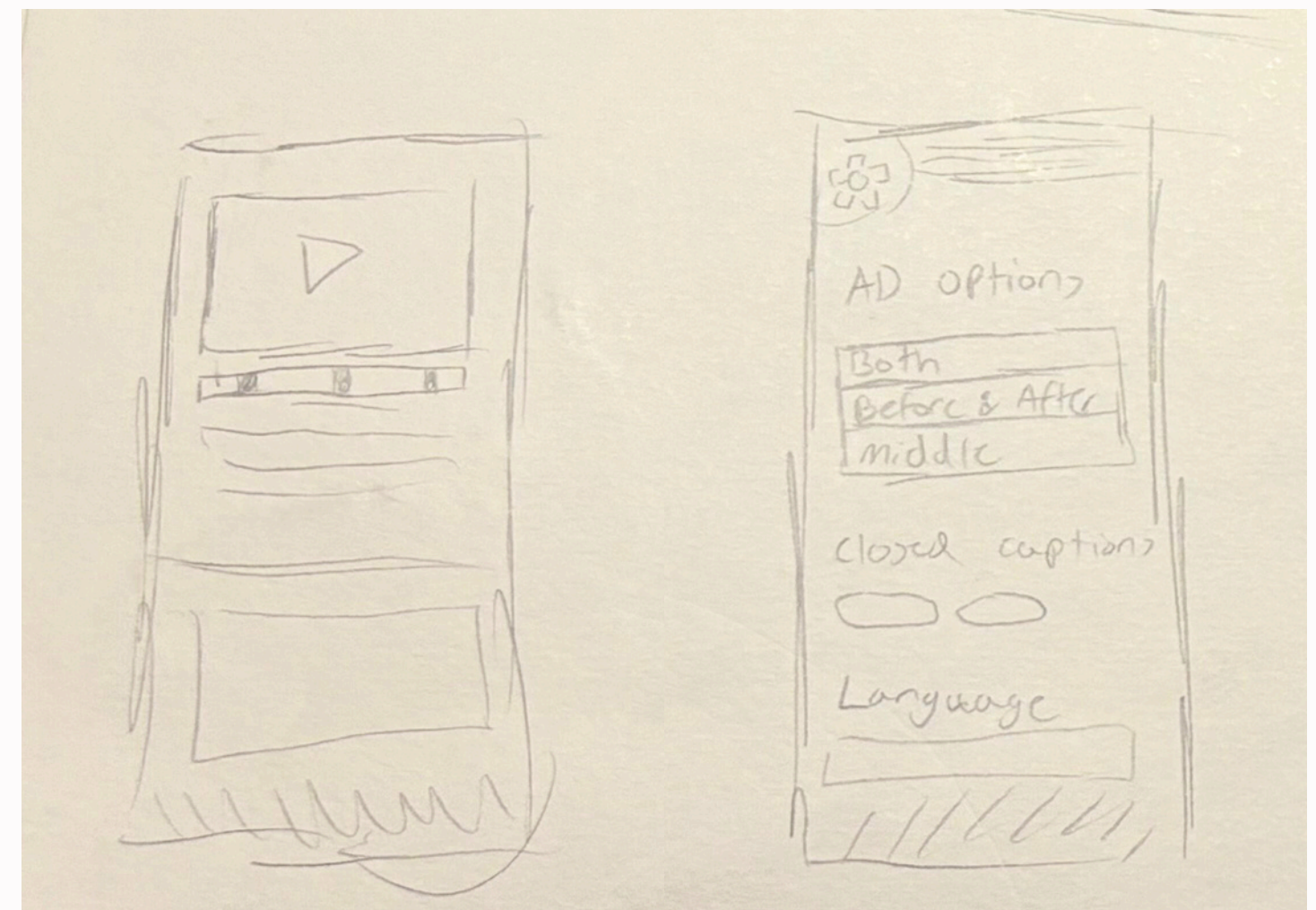
YouTube POV 2 Ideation

POV 2: Users who have specific watching habits need easier access to change video preferences because comfortability is essential to enjoying video content.

Braindump

- System button for Picture-in-Picture mode since one doesn't exist yet.
- For computers, key based preference buttons. Tapping or holding a key could change them.
- Auto-play button should exist for premium.
- Add a personal preferences list. So if a user wants captions but only for video essays, they can create that preference within YouTube. They can be a drop down on videos to change them.

Storyboard
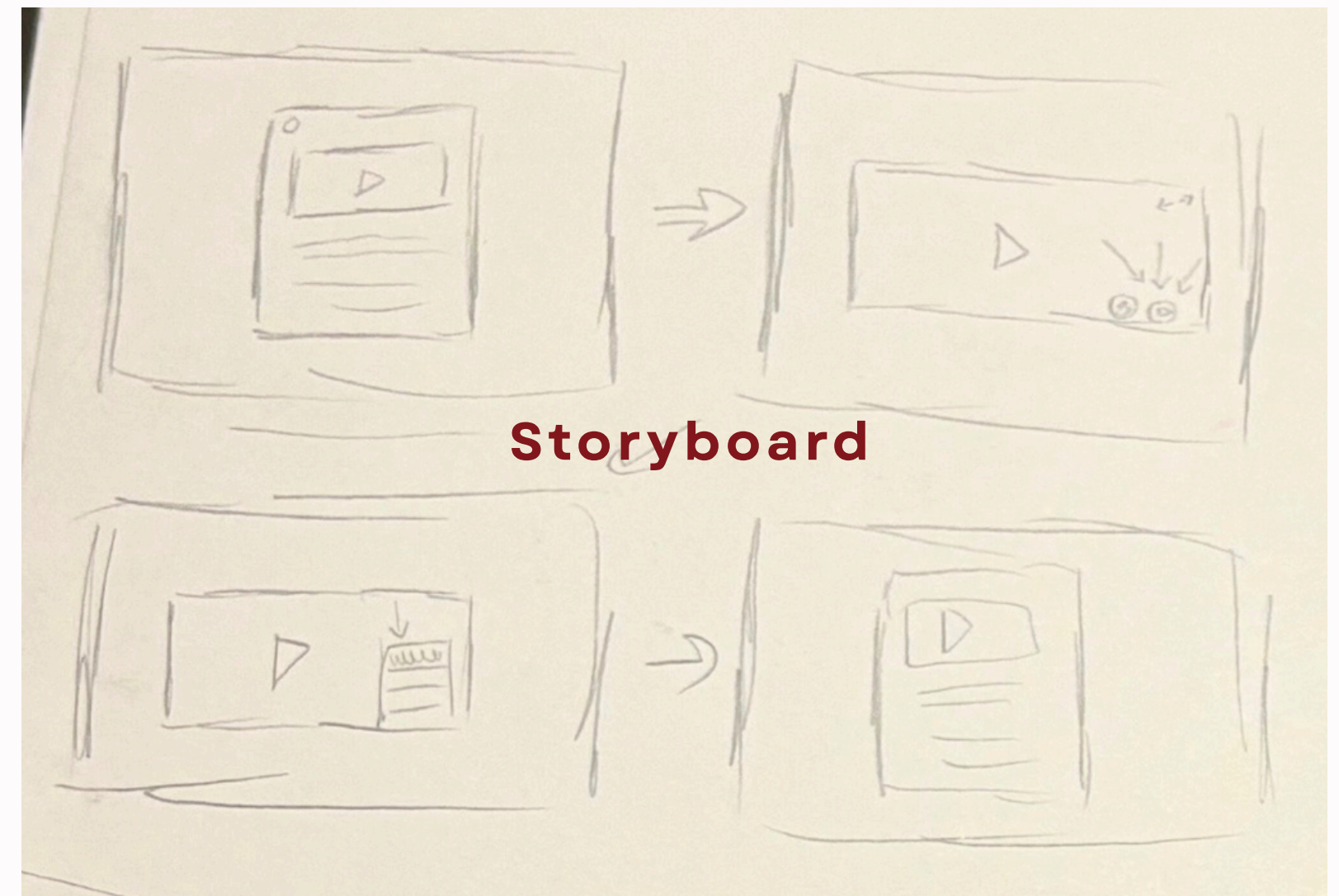
Best Methods

1. Crowdstorming: I liked this method a lot because Spotify's user interface required a lot of understanding, not just from the users perspective. Having other sources to go from like former workers and discontinued products complaints helped define what each problem could improve from.

2. Challenge Assumptions: I also came into the POV statements with a lot of assumptions about how Spotify worked. By making a list of them, I could see beyond surface level thoughts and could get into a deeper understanding of what to notice.

3. Mind-map: This method allowed for a lot of thinking. It felt nice being able to expand upon already existing ideas, while continuing to add possible solutions for what Spotify might need.

Method 1: Crowdstorming

Method 2: Challenge Assumtions
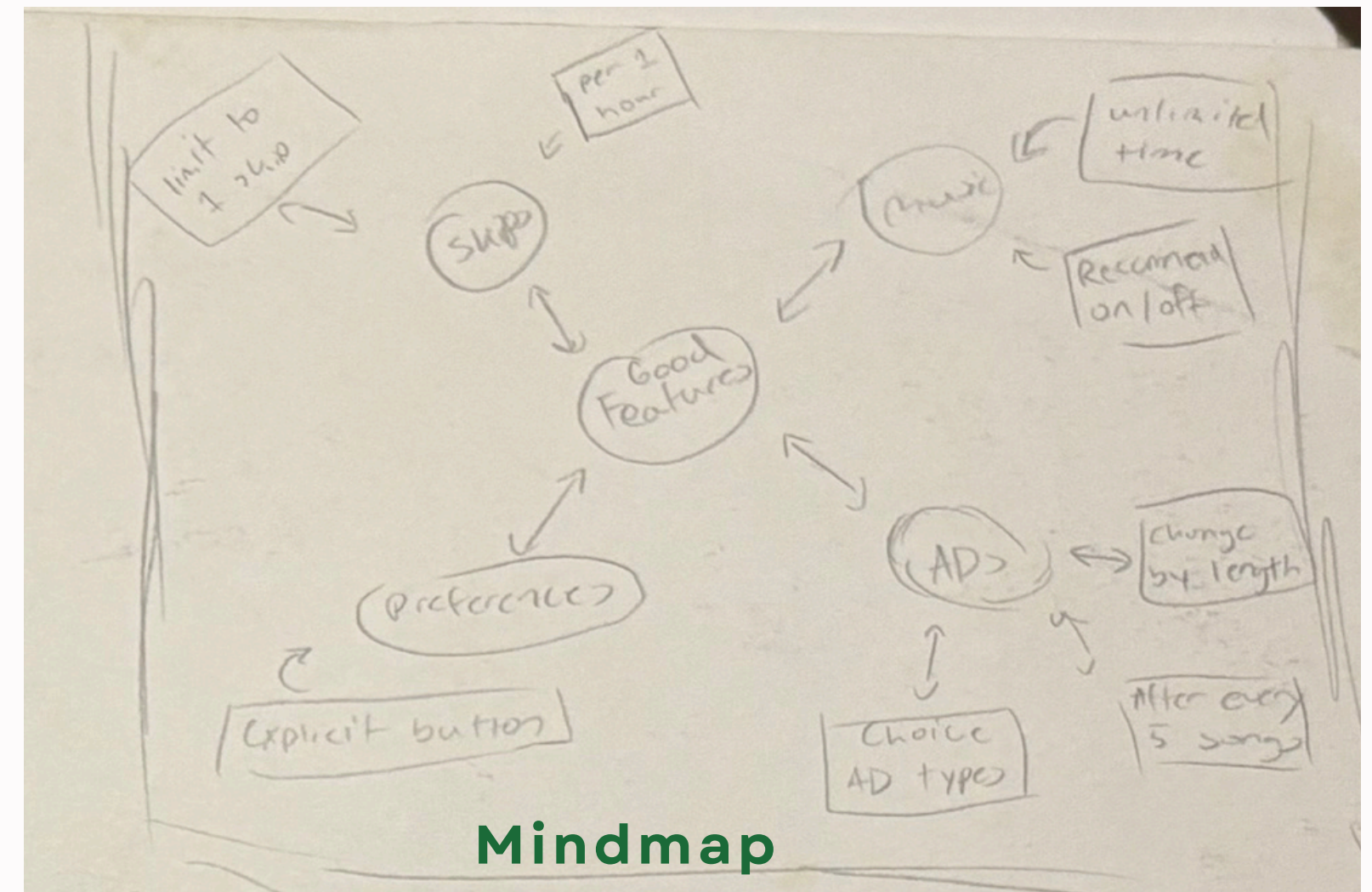
Method 3: Mind-map

Spotify POV 1 Methods

POV 1: Users who currently own non-premium accounts need good user interfaces because if features are too difficult to work with, then they'll leave Spotify for content that won't charge them for better features.

Crowdstorming

- Add unique features: some users found the discontinued Spotify's Car Thing to be useful, but as a one-off product worth $80, it wasn't worth it. Adding it to Spotify could be helpful.
- Users who went from Sportify to Apple found that while Spotify is good at personal playlists, finding music needs changes.
- Former workers want to the Spotify experience to be more on music setups, less on expanding products.


Mindmap

POV 2: Users who listen with multiple people need easier access to control songs in a playlist because people's preferences can be on different levels of comfort.

Challenge Assumptions

- While songs have language issues and explicit content, there actually isn't a rating system for a song's content like for radio stations.
- A user could make multiple playlists with or without certain songs, but that option would only make the user take longer to get to their music.
- Assuming a user knows people's exact comfort is actually difficult, so a survey or questionnaire on music preferences might be beneficial.

Mindmap

TikTok Methodology
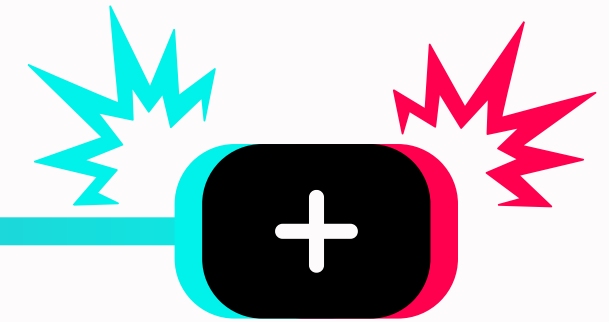
Best Methods

1. SCAMPER: Of all the ideation methods, this one might be my favorite. I love that it is designed as a problem solver and as an organizer. What could be replaced, eliminated, combined? All of these questions made me think easier, and could help provide an understandable solution to others.

2. Worst Possible Idea: This one made me laugh. By looking at the worst ideas, I knew what the POV statements would make me what to leave TikTok. Plus, I am an overthinker. It was nice seeing what issues needed to be avoided at all cost.
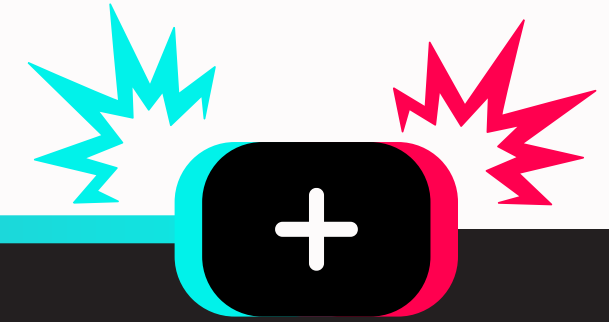
3. Sketching: I still wanted some visual ideas well. This method was helpful whenever random ideas appear, especially ones that were simple but not easy enough to explain.

Method 1: SCAMPER

Method 2: Worst Possible Idea

Method 3: Sketching

TikTok POV 1 Methods

POV 1: Users who have been banned from TikTok need to be able to respond to a ban because many lack information on why they happened, so users end up being disappointed and frustrated.
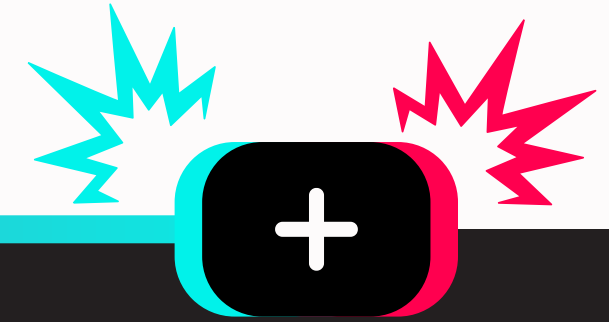
SCAMPER

- **Substitute:** Ban page could list the reasons for ban instead of having a link to guidelines only.
- **Combine:** Put the reasons on one page with a screenshot to the section of what rule was broken.
- **Adapt:** Add a legal page for ban fixes.
- **Modify:** Change the severity of a ban by warnings.
- **Put to Another Use:** Bans would no longer feel as random with deep explanations.
- **Eliminate:** Remove anonymous bans.
- **Reverse:** Put temporary bans back in place.

Worst Possible Idea

- Allow bias in reports to explain a ban.
- Give the user no warning on bans, causing one final ban to exist.
- Have inappropriate and discriminative content be the last priority of bans, with main bans being for opinions users think as "bad".

- Takeaway: Bans should protect users safety, not cause unnecessary bans.

TikTok POV 2 Methods

POV 2: Users who wish to continuously watch TikTok without scrolling need to have the ability to auto play the next video because it makes user's physical tasks easier while still being engaged with the content on screen.

SCAMPER

- **Substitute:** Switch the "Create Sticker" button for an auto play button.
- **Combine:** Put all preferences in one area.
- **Adapt:** Add button like what YouTube has.
- **Modify:** Auto play must be turned on/off easily.
- **Put to another use:** Create sticker appears for screenshots.
- **Eliminate:** Remove cast feature.
- **Reverse:** Put user preferences first, then share to others options below.

Sketching