

Ideation Lab

Lecture 1L
GSL Peru 2014

Housekeeping

- Submit your homework!
- Email gsl-peru-2014@mit.edu with a picture, why you joined the class, and a resume.
- Once we have your email address we will invite you to our page, where you can access class content.
- Please sign in every day!

Lab Exercise: Idea creation

Rules:

1. Nothing illegal!
2. Withhold judgment of ideas
3. Encourage wild and exaggerated ideas
4. Quantity counts, NOT quality
5. Build on the ideas of others
6. Every person and every idea has equal worth

Lab Exercise: Idea Creation

Now going to form teams based on them

- Class divides into 3 groups
- Facilitator will be MIT instructors
- Individual solutions for 10 minutes
- 40 minutes group discussion
- 10 minutes of groups sharing their solutions

Generate lots of ideas! Quantity over quality.

Discussion Topic:

How do you solve the traffic problem in Arequipa?



References

- neXt framework - Professor Ramesh Raskar, MIT Media Lab
- 15.390 New Enterprises Lectures - Bill Aulet