

Stage 3: Ideate

(Student Example)

User	Need	Insight	Ideation: How might we...?
<p>Othello: A Moorish general hired by the Venetians to fight the Turkish army. Despite his noble position in Venice, he realizes his racial and cultural differences from other Venetians. His wife, Desdemona, is beautiful and much younger than he—a main source of his insecurity.</p>	<p>His position and pride in his social position as a general make him keep everything to himself including insecurity and anguish.</p>	<p>Instead of having an open conversation with his wife Desdemona, about his insecurity, he feels like he has to figure things out as a man.</p>	<p>...create a product or service that will encourage a positive world view about his wife?</p> <p>...create a collaborative discussion for the couple?</p> <p>...create a world view where Othello doesn't feel discriminated against or feels excluded from others?</p>
<p>Iago: A Venetian ensign who appears funny, smart, and likable on the surface while hiding hatred towards everyone around him. His rhetorical intelligence and aptitude in manipulation make him very dangerous.</p>	<p>His position relies on social hierarchy that he would not be able to change.</p>	<p>His last resource in gaining power lies in his ability to read others and to manipulate them.</p>	<p>...create a positive environment where he doesn't feel less than others?</p>

From Chyanee Brooks, via Edutopia