

# Discussion: design- thinking inspiration and ideation

[Business](#)



School: DESIGN-THINKING INSPIRATION AND IDEATION Lecturer: DESIGN-THINKING INSPIRATION AND IDEATION Workspaceobservation

The current workspace has the following features as observed from a very objective perspective as a neutral observer:

The workspace is an ideal one that satisfies most working needs that are I am posed with at work, where I do most of my work from.

Things work well in this workspace because it has been designed to suit my very needs and wants for most work demands that I am faced with. These include provision for lighting, sound, space, color and even smell.

To optimize the workspace, there are a few things that can be done to improve the current place.

Major problem that is repeatedly faced within this workspace is the need to leave the spot to attend to things such as telephone calls, doorbell, taking water, and other interruptions to work.

An interesting characteristic of this workspace is that it is suitable for only one person and so always accommodates me alone and none else.

#### Description of Problem

As mentioned earlier, there is the problem of frequent interruptions when I get settled to work. This has mostly affected by output of work because it does not allow or guarantee the free flow of work. Meanwhile, the free nature at which work flows within a workspace is ideal for achieving positive results (Magadley and Birdi, 2012; Brown, 2008). Efficiency is also affected any time such interruptions increase because not much is done within a shorter space of time (Brown, & Scott, 2011).

#### Innovative idea list

i. Work at midnight

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- ii. Employ and telephone and doorkeeper
- iii. Move from current workspace location
- iv. Disconnect phone and bell when at the workspace
- v. Post a no disturbance notice at the door
- vi. Bring the telephone to the workspace table
- vii. Have a system that communicates from workspace to door
- viii. Have a fridge closer where my hand can easily reach
- ix. Lock all doors to the house when working alone
- x. Make all friends aware of my working time

#### References

Brown, B., & Scott, A. D. (2011). How P&G tripled its innovation success rate. *Harvard Business Review*, 89(6), 64-72.

Brown, T. (2008). Design thinking. *Harvard Business Review*, 86(6), 84-92.

Magadley, W., & Birdi, K. (2012). Two sides of the innovation coin? An empirical investigation of the relative correlates of idea generation and idea implementation. *International Journal of Innovation Management*, 16(1), 1-28.