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Designing Energytopia

GUIDE FOR ENERGY IDEATION WORKSHOP

Let's think creatively about energy. This guide contains simple steps for brainstorming and developing ideas into concepts for achieving energy efficiency.



WHAT IS DESIGN THINKING?

Design Thinking is a problem-solving approach that incorporates thinking methods from different disciplines to generate innovative ideas and open up new possibilities in the development of design, services or businesses. Essentially, Design Thinking is:



User-centric



Teamwork-based



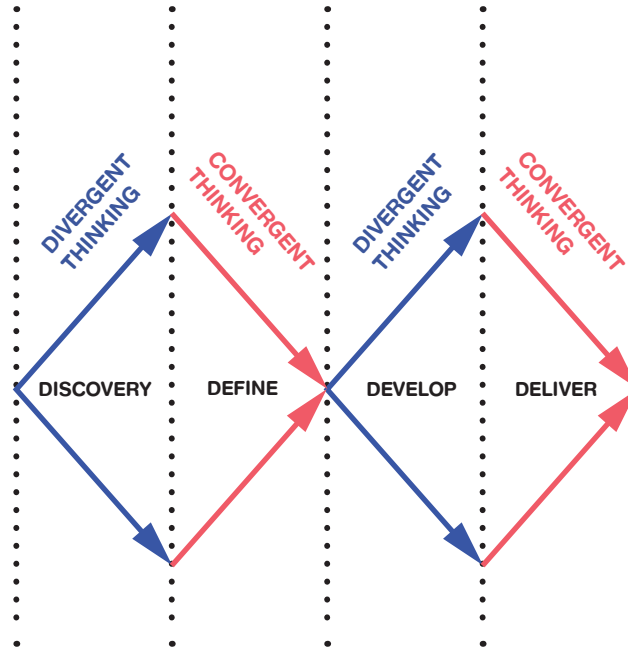
Focused on generating possibilities and conclusions



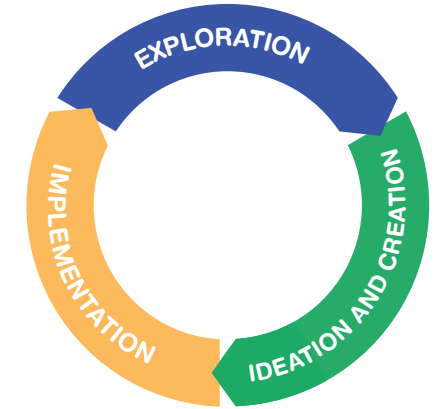
Adventurous exploration leading to new outcomes

Design Thinking uses two types of thinking:

- 1 Divergent Thinking:**
Focused on generating large amounts of ideas in a short space of time, rather than on whether the ideas are right or wrong
- 2 Convergent Thinking:**
Focused on selection and decision-making



Design Thinking involves 3 major steps:



- 1 Exploration**
- 2 Ideation and Creation**
- 3 Implementation**

These steps are repeated again and again within a set timeframe until the most satisfying outcome has been achieved.

Learn more about the Design Thinking process at tcdc.or.th

MANUAL FOR ENERGY IDEATION WORKSHOP

Timeframe

30-60
MINUTES

Number of participants

2+

Supplies

Pencils, pens or markers, paper

Post-it notes



1

CHOOSE A QUESTION

Choose a question to brainstorm from the list below or, alternatively, create your own:

5

MINUTES

How to make energy efficiency a reality in daily life?

How to change your hometown to make energy efficiency a reality?

How to make those around you pitch in to achieve energy efficiency?

How to make energy a visible, understandable and tangible issue for all?

TIPS

If you opt to design your own question, try basing it on the information, insights or personas we present in Designing Energytopia. Make sure your question is divergent and clear and invites brainstorming.

2

BRAINSTORMING

Brainstorm together for answers to the chosen question. Any ideas, concepts, word groups, images or solution approaches that come to mind are all valid. Try to come up with as many and as diverse answers as possible. Write down ideas or draw pictures on Post-it notes and stick them on blank sheets of paper.

10-15
MINUTES



TIPS

Remember these keys to successful brainstorming:

- Don't block each other's ideas** Listen to each other's ideas and build on them. 'Yes' works better than 'No'.
- The more ideas, the better** Focus on quantity. Generate as many ideas as possible. Rather than trying to come up with "the best" ideas, simply say or write down anything that comes to mind.
- Don't rush to judgment** Refrain from using your own ideas to judge or evaluate others'. That can wait.
- Work as a team** Harness everyone's brain power. Generate ideas together. Give everyone a chance to exercise their thinking.
- See from users' perspective** Look at the problem from the users' point of view: Which ideas will suit the Big Spenders' behavior? Which will meet the needs of the Energy Seeker? Etc.

3

SORT IDEAS INTO GROUPS

Once you have a sufficient number of Post-it notes, group them up according to theme, concept or idea. Remove any duplicates. Don't forget to name each group when you are done.

10-15 MINUTES

4

CHOOSE IDEA GROUPS

Choose the idea group(s) you want to develop further, based on technical feasibility, business viability and user desirability. Then, have everyone vote on ideas that they want to continue working on. The idea groups with the most votes are the one to be developed further.

10-15 MINUTES

5

DEVELOP IDEAS INTO CONCEPTS

Continue working on the most practical ideas. Delve deeper and turn them into a concept. Add details, then draw a picture of the concept and write a short explanation.

10-15 MINUTES



CONCEPT	EXPLAIN YOUR CONCEPT
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TIPS

Sum up your concept in 1 sentence:

- What are the needs and opportunities that led to this concept?
- What are the different ways the concept can be applied?
- Who will benefit from the concept, and what are the values to be gained?
- Who will help turn this concept into reality and what supportive factors need to be in place?

NAME OF CONCEPT

EXPLAIN YOUR CONCEPT

Submit your concept via Designing Energytopia Facebook page or in person at TCDC's or TCDC Chiang Mai's information counter

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Since achieving energy efficiency in daily life is more feasible than reducing energy use or running awareness campaigns, a body of knowledge on Design Thinking takes on an important role as a tool to help drive an energy paradigm shift and open the way to user insight-based creation of new services or innovations to match users' needs and lifestyles.

Designing Energytopia by Thailand Creative & Design Center aims to generate and disseminate knowledge and understanding about Design Thinking through digital media-assisted energy learning. The ultimate goal is to ensure swift, widespread, efficient and sustainable access to and understanding of the Design Thinking body of knowledge.

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