



# Idea Clustering

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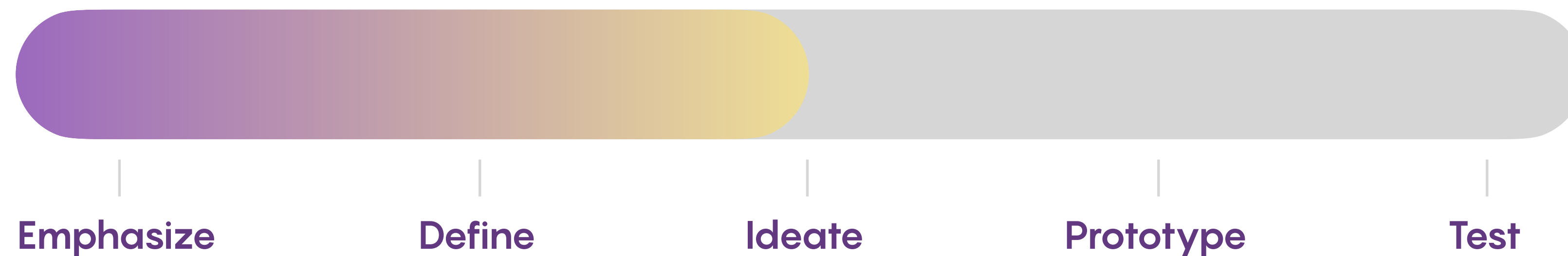
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# Introduction

- Clustering is a way to structure of your ideas
- The word "cluster" means a group of similar things
- Clustering means putting words into groups
- It is a strategy that allows you to explore the relationships between ideas
- Clustering ideas lets you see them visually in a different way.

## Design Phases



## Introduction

- The Idea Cluster is a tool that is used to quickly and efficiently enrich and further elaborate initial solutions and ideas.
- Clustering is a type of pre-writing that allows a writer to explore many ideas as soon as they occur to them
- is used to organize and analyze large numbers of ideas by categorizing them.
- IS SIMILAR to brainstorming
- Is something that is done by your own or with anyone else to find inspiration in the connection between ideas

# Instructions

## How to Cluster



1. To do a cluster write your general subject down in the piece of paper.
2. Then, using the whole sheet of paper, rapidly describe the ideas related to that subject.
3. If an idea spawns other ideas, link them together using lines and circles to form a cluster of ideas.
4. The whole purpose here is to combine the ideas to show visually how your ideas relate to one another and to the main subject.

# Instructions

## Applications of Idea Clustering



- Everyone covers the subject with notes and ideas, in order to create a wall of information and start grouping the following problem-defining process.
- Then you start connecting the ideas and develop new and deeper insights.
- They will help define the problem(s) and develop potential ideas for solutions.
- This process is great for grouping data gathered during research or ideas generated during Brainstorms.

# Instructions

## When to Use It?



- This method helps you when you have a lot of mixed data, such as
  - Facts
  - Ethnographic research
  - Ideas from brainstorming
  - User opinions
  - User needs
  - Insights and design issues.



## Strengths:

- Produce more possible solutions for a problem.
- Offers a convenient graphical presenting and analyzing.

## Weaknesses:

- Needs multiple resources and time for analysis. Preliminary ideas are too imprecise for elevation.





# Links

[https://en.wikipedia.org/wiki/Idea\\_networking#Notable\\_applications\\_and\\_uses](https://en.wikipedia.org/wiki/Idea_networking#Notable_applications_and_uses)

<https://www.ask-flip.com/method/636>

[https://earlham.edu/media/894369/pre-writing\\_activities.pdf](https://earlham.edu/media/894369/pre-writing_activities.pdf)

<http://writing2.richmond.edu/writing/wweb/cluster.html>

Burton, G. E. (1987). The "Clustering Effect" An Idea-Generation Phenomenon During Nominal Grouping. *Small group behavior*, 18(2), 224-238.



# Contact

[usability-siegen.de](https://usability-siegen.de)

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