







## 3-1 Generate Ideas

## **Prepare for Brainstorming**

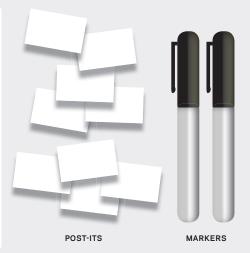
A successful brainstorm session requires planning. The small details matter. Invite a diverse group of people who can stay open-minded and can build on each other's ideas. 6-10 is ideal for a brainstorm. Who will you invite?

NAMES

Sufficient wall space is necessary to have room for everyone to get up and see each other's ideas, and will leave you with room to post plentiful ideas. Where will you conduct the brainstorm and how will you set-up the space to facilitate a brainstorm?

#### ROOM SET-UP

CHECK LIST





#### SNACKS

(never underestimate the power of sugar in a brainstorm!)

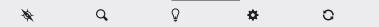


#### **BRAINSTORM RULES**

- 1. DEFER JUDGEMENT
- 2. ENCOURAGE WILD IDEAS
- 3. BUILD ON THE IDEAS OF OTHERS
- 4. STAY FOCUSED ON TOPIC
- 5. ONE CONVERSATION AT A TIME
- 6. BE VISUAL
- 7. GO FOR QUANTITY

POSTTHE BRAINSTORM RULES.

PAPER



## **Facilitate Brainstorming**

Create, or use some of the suggested warm-up brainstorm questions from the Facilitate Brainstorming method to get people in the right mood. Which questions will you use?

	WARM-UP QUESTIONS
V	Which topic will you focus your brainstorm on?
	ТОРІС
V	Which HMW brainstorm questions will you use?
	HOW MIGHT WE

# **Feeling stuck?**Here are a few other things to try:

### Add constraints

Change the magnitude of the solution space, using size, price, time commitments, and count. Ask yourself, "What if... it was larger than this room? smaller than a peanut? took 5 years to implement? took 1 minute? was available for all? available for only a few?"

## Use inspiring brands.

Ask yourself, "How would McDonald's, Nike, Apple, Urban Outfitters, or Disney do it?"

## Make it time-specific

Ask yourself, "What if it were made for the morning? night?"

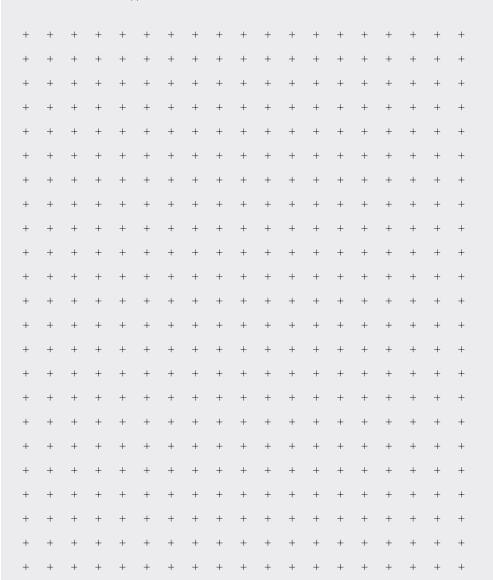
## Hone in on a target audience

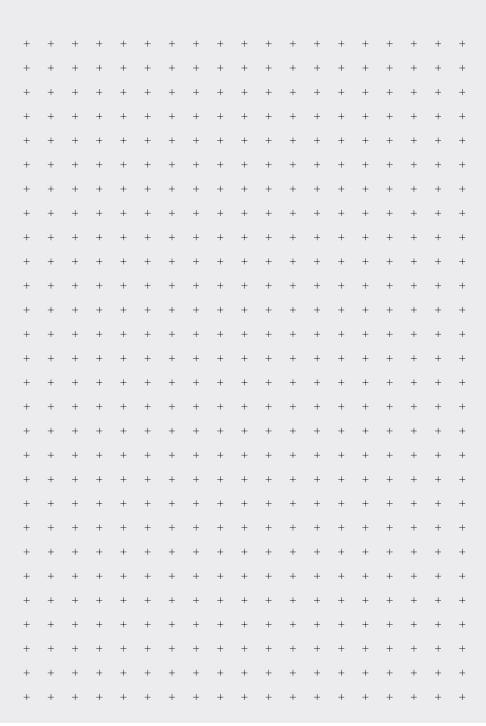
Ask yourself, "What if it were only for tweens? kids? athletes? parents?"

## **Select Promising Ideas**

After you brainstorm, cluster any related ideas and have the team pick their 3 favorite ideas.

Collect the post-its of the favorite concepts from the brainstorm. Include the sketches if applicable. Which ideas received the most votes?















## Sketch to Think

Pick one of the favorite ideas from the brainstorm, and flesh out the concept through a quick sketch or two.

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Ask other group members for feedback about their favorite part of your sketch as well as aspects where they see room for improvement. What did they say?

NOTES