

Generating Many...

Brainstorming Tutorial

A group problem-solving technique that involves the spontaneous contribution of ideas from all members of the group

Purpose: generate lots of ideas, explore all classes of solutions, develop new perspectives, generate usable information, **have fun**

5-7 people: large enough to keep momentum going, small enough to keep all engaged

Brainstorming

Setup

Breakout into groups of 5-7

Seat participants around a table

Place appropriate props on the table

Provide each participant with a problem statement and stack of 8.5"x11" plain paper

Elect a facilitator to record ideas on an easel visible to all participants

Brainstorming

Process

Participants familiarize themselves with the problem statement and props

When a participant has an idea, **quickly sketch it on an 8.5x11 sheet (using a marker)**, and describe it very briefly (one sketch per page)

The facilitator **records every idea with a headline (name)** on the easel, and the participant writes the headline on their sketch

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Rules

Defer judgment

Build upon the ideas of others

One conversation at a time

Stay focused on the topic

Encourage wild ideas

Brainstorming

Evaluation of results

Pinup all sketches with headlines on the wall

Groups solutions into classes



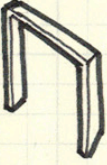

Develop a set of assessment criteria (around 6)

Rank concepts on each criteria using a - **S** + scale relative to a well understood benchmark solution

Pick 3-5 promising ideas for further exploration

Brainstorming

Evaluation of results

	NAIL 	RING SHANK 	STAPLE 	SCREW 
RATE	S	S	+	-
COST	S	-	+	-
HOLDING	S	+	-	++
EFFORT	S	S	+	-