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
Brainstorming

**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**

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<th>Ring Shank</th>
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