

Time: 25-45 minutes

Objective: Teams will use the SWOT (Strengths, Weaknesses, Opportunities, Threats) process to determine the best brainstorm choice as the solution.

Overview: Students will be able to choose the best brainstorm idea using a SWOT analysis.

Materials & Setup:

[SWOT Analysis Worksheet](#)

Activity:

Overview	Details
<p>SWOT! Question: Which is your favorite brainstorm idea?</p> <p>Closure Questions</p>	<ul style="list-style-type: none">● Each team member fills out the SWOT Analysis worksheet based on their brainstorm idea preference● Teams can choose to replace the category ideas with the criteria from the user● Form pairs; each member shares their idea for 2-4 minutes, no questions until the end.● Next, other members can ask questions.● First set of pair groups then scores all ideas.● Once everyone presented, you change your pairs to rescore the other ideas.● Switching pairs helps reduce bias from more or less judgemental people in a group. <ul style="list-style-type: none">● What went well in your activity? What was challenging?● How do you feel about the ideas that received the most points? Do you think there is consensus?● Do any of the top ideas fall short of responding to important design criteria? This may happen if the person who brought that idea up is particularly persuasive and was able to convince others.