

Brainstorm many ideas

It's hard to come up with great ideas out of thin air. Use this structure to generate lots of ideas more easily by using the intersections within a grid to spark new thinking, then move forward with only the most promising ones.

- 30 minutes to prepare
- 1 hour to collaborate
- **4-10 people** recommended

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Before you collaborate

Compared to many other templates, this one needs more preparation in advance, but it's worth the up-front effort.

① 30 minutes

Choose an overall topic

Narrow your focus to a specific topic or project that needs fresh thinking and bold ideas. Write it in the blue box in Step 1 as a statement or a "how might we" question.

Write the columns in the matrix

Label the columns in the matrix with topics related to your project. We recommend **one** of these three approaches:

- Four personas, user types, or customer segments. This will focus the brainstorm on the people you serve.
- ✓ Four key moments in a customer or user journey. This will focus the brainstorm on moments you want to improve.
- ✓ Four broad and open-ended "how might we" questions written about the major themes of a project. This will focus the brainstorm on topics that need fresh ideas. To collaboratively write great questions, use the template Frame a problem to invite bold ideas.

Open the template →

Create the rows in the matrix

Choose four categories that will enable your team to come up with good ideas. Make up your own categories, or choose a few of our favorites:

- Events & programs: meet-ups, conferences, workshops...
- ✓ Games & competitions: motivations, rewards, points, badges...
- Facilities & environments: permanent, temporary, virtual...Hotspots & hangouts: high traffic areas, gathering places...
- ✓ Internal policies & procedures: incentives, training, guidelines...
- Mobile & wearable tech: phones, wearables, sensors, trackers...
 People & partnerships: leaders, spokespeople, evangelists...
- ✓ Physical variation: Sizes, shapes, forms, materials, textures...
- ✓ Public policies & laws: positions, platforms, legislation, tradition...
- Sensory engagement: taste, touch, smell, sight, hearing...
 Social media: video, pictures, posts, messages, likes, swipes...
- Surprise & provocation: Transformation, pop-ups, guests...

Invite collaborators

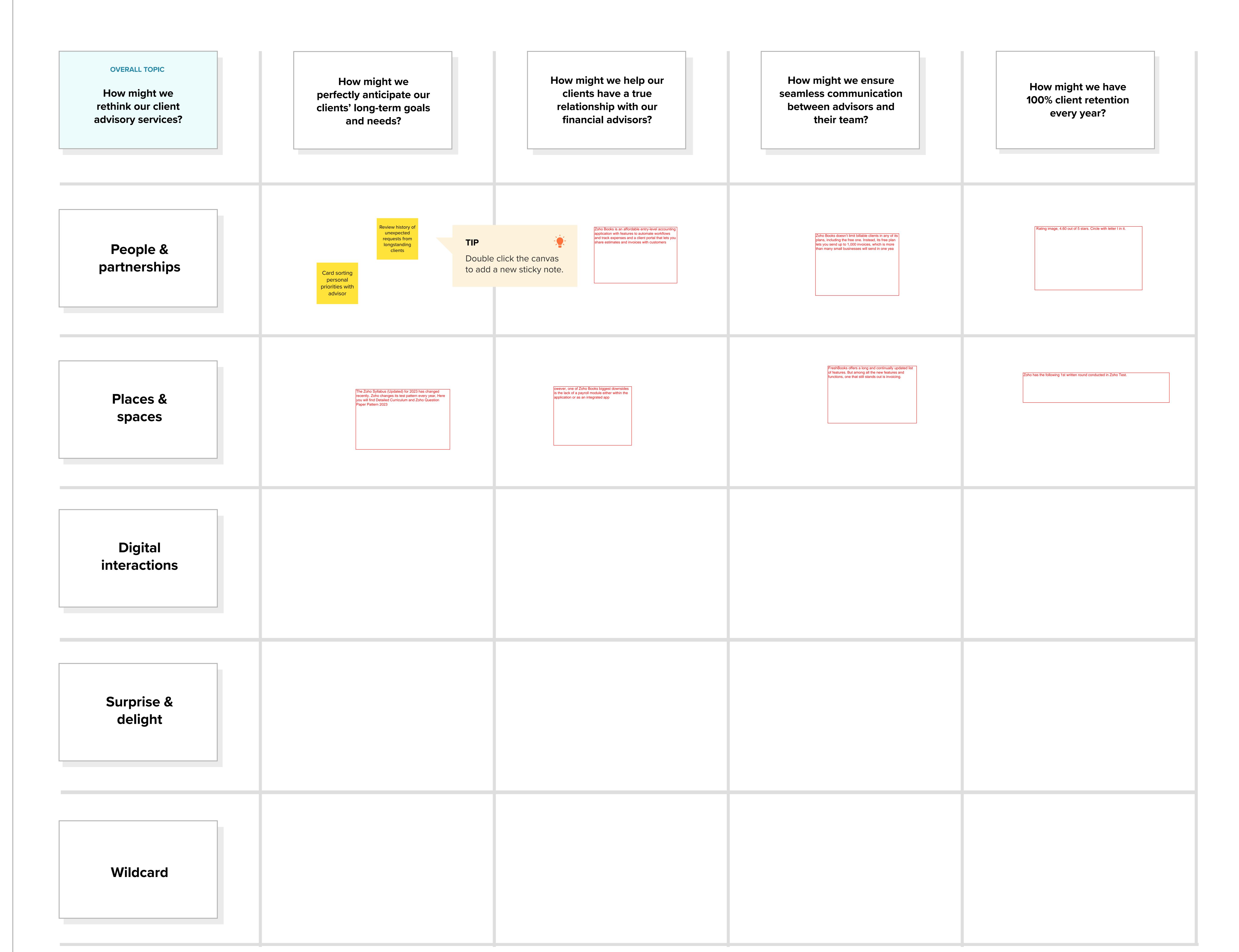
This session is best with a cross-disciplinary group of people who are at least somewhat familiar with the topic.

1

Generate as many ideas as possible

Quickly introduce people to the columns and rows. Working silently and individually, move around the matrix and come up with ideas inspired by the intersection of a row and column. Move to a different intersection if you get stuck.

① 20 minutes





Choose and discuss standout ideas

Working individually, have each person copy 2-3 promising ideas into the area below, then discuss the choices.

① 20 minutes

Quick add-ons

Cluster related ideas

Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept?

Cluster similar ideas and label each cluster with a theme.

Vote on the most promising ideas

After you collaborate

A brainstorm like this typically results

in a handful of promising ideas that

you can carry forward and act upon.

Narrow your focus to only the strongest few ideas by holding a **Voting session**. Give each person 2 votes.

Keep moving forward



Formalize and explain an idea

Transform an idea (or group of ideas) into a clear and compelling poster about your concept.

Prioritize tasks
Select a promising idea, then use this template to

Open the template -



Map project stakeholders

Choose a promising idea, then man who

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