

Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

- 15 minutes to prepare
- **30-60 minutes** to collaborate
- 3-8 people recommended





Choose your best "How Might We" Questions

Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.





bike sharing?

QUESTION

the data?

QUESTION

How might we...find what data should be given

QUESTION

How might we...find which



Brainstorm solo

extroverts alike. Set a time limit. Encourage people to go for quantity.

How might we... do NYC

How might we... analyse

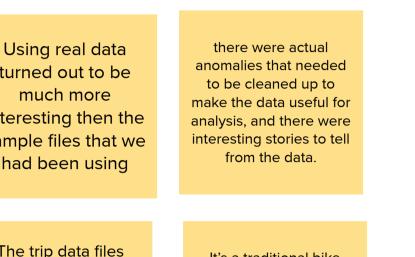


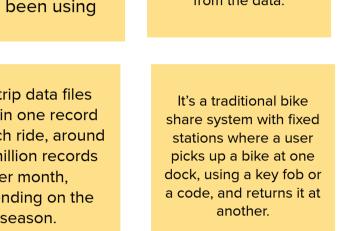
Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and



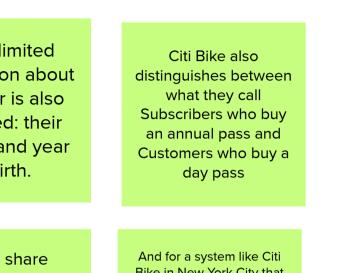
Person 1

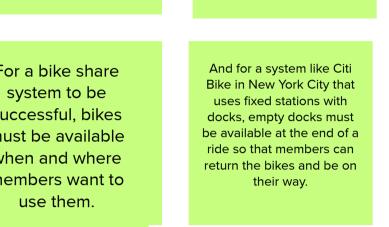
Person 2



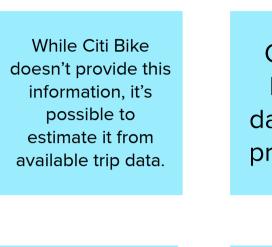


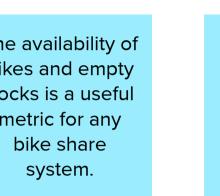








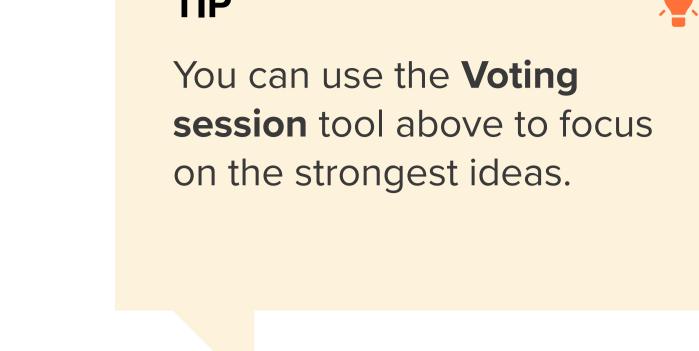






Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.



① 15 minutes

On each trip a bike is picked up at one station and dropped off at another When a bike is picked up there's one less bike at the start station; when it's dropped off there's one more bike at the end station.

month is

activity I start by reading a tripdata file for one month. I split it into two dataframes: one for pickups and and one for drop-offs.

To represent this

It doesn't take into account rebalancing, bikes removed for maintenance or those added to th system.



Decide your focus

Give each person two icons to vote which idea should your team focus on.

5 minutes

Person 1	Person 2
Person 3	Person 4