

1 Define your problem statement
What problem are you trying to solve? Frame your problem as a clear, specific statement. This will be the focus of your brainstorming.

5 minutes

Problem
This project will replace the old boards to save space and improve the layout of the boards. The new boards will be designed to be more functional and easier to use. The project will also include a new design for the boards that will be more functional and easier to use.

Key rules of brainstorming
To use in groups and productive session

- Stay focused
- Encourage wild ideas
- Defer judgment
- Interconnect
- Go for volume
- It's better to be visual

2 Brainstorm
Write down any ideas that come to mind that address your problem statement.

10 minutes

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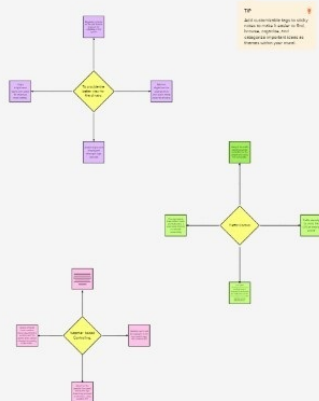


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3 Group ideas
Take time during your ideas when clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence like label. If a cluster is bigger than six ideas, try and see if you can break it up into smaller sub-groups.

20 minutes



4 Prioritize
Your ideas should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

