Ideation Tips

Ideate

Instructions: Below are some tips for running an ideation/brainstorming session. Share these with your team before you begin, and hold each other to them. It might be worth printing these out and hanging them next to your ideation session.

One conversation at a time.

Practice active listening. This will allow you to build on the ideas of your peers.

Stay focused on your user's need.

There are lots of good solutions in the world that haven't been built yet, but let's try to focus on the ones that address your POV.

Headline your idea.

What 3-5 words encapsulate your idea? Write those down and move on to the next idea. Ideation is about quantity.

Be visual.

It's ok if you don't think you can draw! Thinking visually triggers a different part of your brain than thinking in words. Try it and see how it changes your thinking.

No idea is a bad idea.

Ideation is a time to say yes, and... and build on each others' ideas. Try to reserve your judgement of ideas until later.

Go for quantity.

If you have 100 ideas, the likelihood that one of them is good is a lot better than if you only come up with 10.

You might need some crazy ideas.

Sure, they might not be feasible. But it might spark an idea for someone else, or maybe there's an element of that crazy idea that could be worth exploring.