

PROBLEM

A well-thought subordination statement either solves a problem, removes a barrier or improves an experience



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

Person 1

Use a shared digital space to collect your brainstorming

Encourage quantity over quality

Person 2

Guide a group of people through the ideation process

Instead focus on generating a high number of ideas first.

Person 3

If u have fewer ideas you will have fewer options to choose from

Person 4

Repeat ideation