



Crazy 8

Generate as many ideas as possible to solve the problem,
then choose the best solution.





What is the “Crazy 8” ?

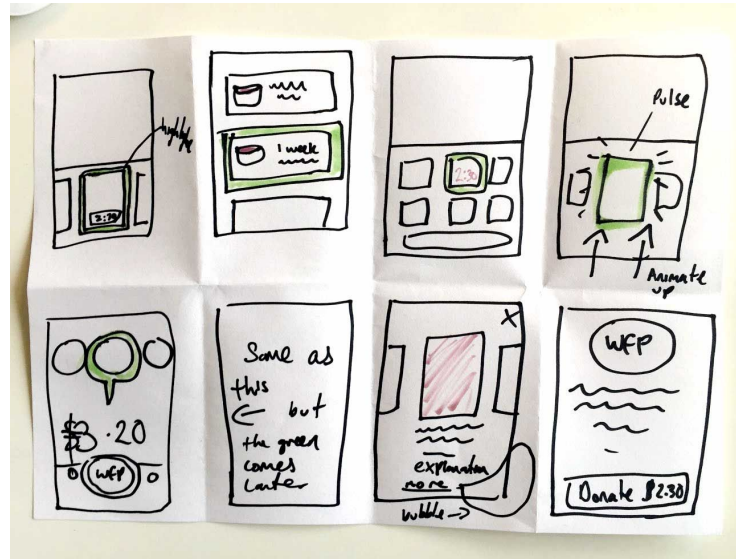


It's a fast-paced exercise. Everyone takes their best ideas and rushes through eight variations in eight minutes! This forces you to go beyond your first reasonable solutions to improve them, or at least to consider alternatives.

Note that the word crazy in the title refers to the rhythm of the activity, not the nature of the ideas. Forget the traditional brainstorming motto, where you're asked to come up with crazy ideas. We're asking you to focus on your good ideas, the ones you're sure will succeed!

How it works

1. Take a sheet of A4 paper. Fold it in half three times to make eight rectangles.
2. Set the timer to 60 sec. Press start and start writing or drawing - you have 60 sec per section, so 8 minutes in all !



Example of “Crazy Eights” showing several options for a donation screen



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