

# Brainstorm many ideas

It's hard to come up with great ideas out of thin air. Use this structure to generate lots of ideas more easily by using the intersections within a grid to spark new thinking, then move forward with only the most promising ones.

30 minutes to prepare

1 hour to collaborate4-10 people recommended

Created in partnership with

LUMA INSTITUTE



# Before you collaborate

Compared to many other templates, this one needs more preparation in advance, but it's worth the up-front effort.

**①** 30 minutes

### Choose an overall topic

Narrow your focus to a specific topic or project that needs fresh thinking and bold ideas. Write it in the blue box in Step 1 as a statement or a "how might we" question.

## Write the columns in the matrix

Label the columns in the matrix with topics related to your project. We recommend **one** of these three approaches:

Four personas, user types, or customer segments. This will focus the brainstorm on the people you serve.

Four key moments in a customer or user journey. This will focus the brainstorm on moments you want to improve.

✓ Four broad and open-ended "how might we" questions written about the major themes of a project. This will focus the brainstorm on topics that need fresh ideas. To collaboratively write great questions, use the template Frame a problem to invite bold ideas.

Open the template →

### Create the rows in the matrix

Choose four categories that will enable your team to come up with good ideas. Make up your own categories, or choose a few of our favorites:

Events & programs: meet-ups, conferences, workshops...
Games & competitions: motivations, rewards, points, badges...
Facilities & environments: permanent, temporary, virtual...
Hotspots & hangouts: high traffic areas, gathering places...

Internal policies & procedures: incentives, training, guidelines...
 Mobile & wearable tech: phones, wearables, sensors, trackers...
 People & partnerships: leaders, spokespeople, evangelists...
 Physical variation: Sizes, shapes, forms, materials, textures...

Public policies & laws: positions, platforms, legislation, tradition...
 Sensory engagement: taste, touch, smell, sight, hearing...
 Social media: video, pictures, posts, messages, likes, swipes...
 Surprise & provocation: Transformation, pop-ups, guests...

### Invite collaborators

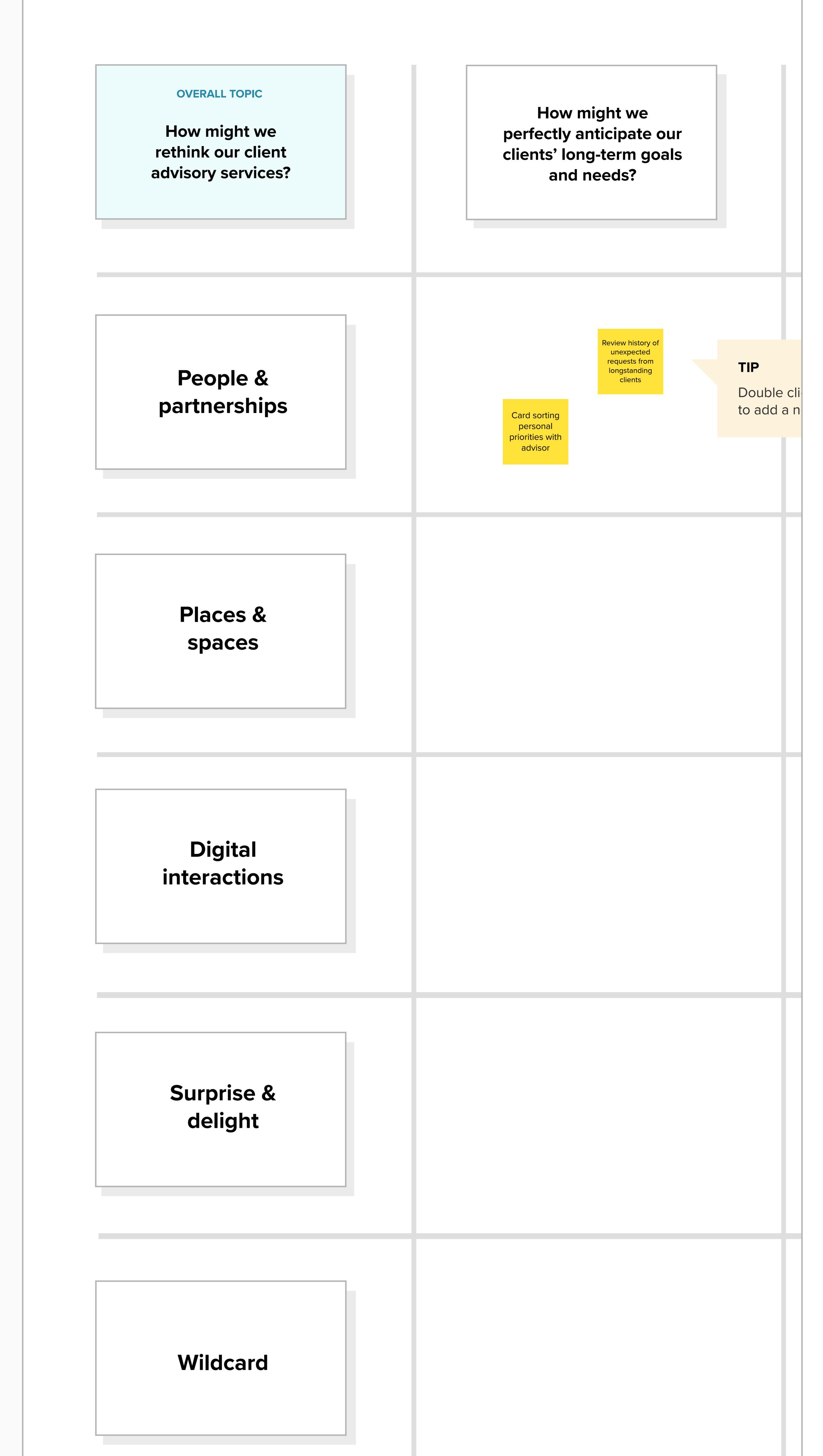
This session is best with a cross-disciplinary group of people who are at least somewhat familiar with the topic.

Generate as many ideas as possible

Quickly introduce people to the columns and rows. Working silently and

individually, move around the matrix and come up with ideas inspired by the intersection of a row and column. Move to a different intersection if you get stuck.

① 20 minutes





# Choose and discuss standout ideas

Working individually, have each person copy 2-3 promising ideas into the area below, then discuss the choices.

① 20 minutes

