

BRAINSTORMING TEMPLATE

Brainstorming is a way to generate ideas within a group setting. It is usually used in the beginning stages of a project, where the possibilities for the project are not clearly understood or defined. It provides a quick means for tapping the creativity of a limited number of people for a large number of ideas.



1

DEFER JUDGMENT

They let the ideas flow, so that people can build on each other and foster great ideas.

2

ENCOURAGE WILD IDEAS

In thinking about ideas that are wacky or out there we tend to think about what we really want without the constraints of technology or materials.

3

BUILD ON THE IDEAS OF OTHERS

Being positive and building on the ideas of others take some skill.

4

STAY FOCUSED ON THE TOPIC

Try to keep the discussion on target, otherwise you can diverge beyond the scope of what we're trying to design for.

5

ONE CONVERSATION AT A TIME

There's lots of conversations happening at once, which is great. But always think about the challenge topic and how this could apply.

6

BE VISUAL

In live brainstorming we use colored markers to write on Post-its that are put on a wall. Nothing gets an idea across faster than drawing it.

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