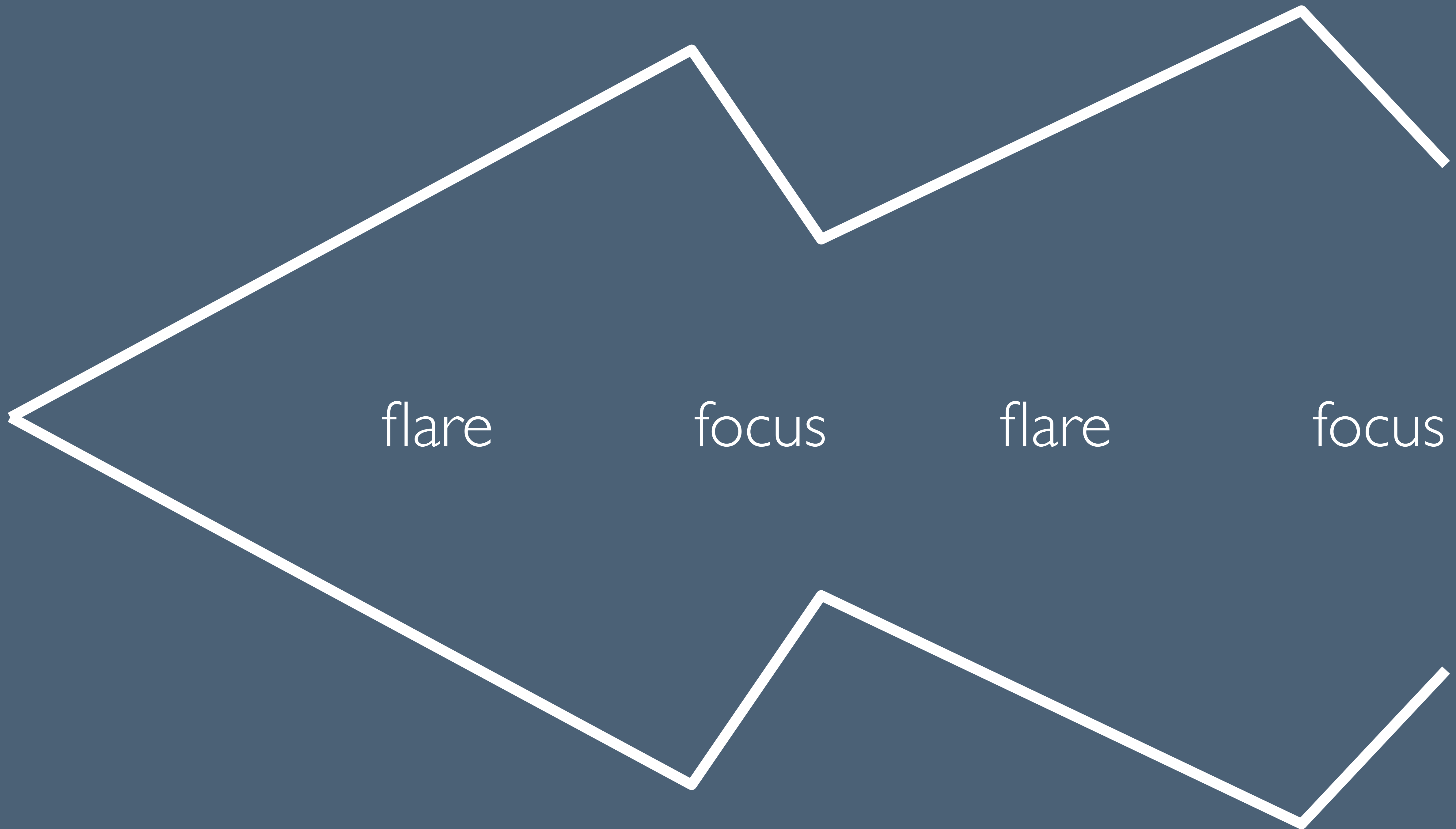# Brainstorming

MICHAEL BERNSTEIN

CS 247

Forty circles

Sixty seconds. How far can you get?

"Math is easy. Design is hard."

Jeffrey Veen, VP of Product Design, Adobe

flare   focus   flare   focus

Cardinal rules of brainstorming

- Go for quantity
- Defer judgment
- Enforce a time limit
- Riff and build on others' ideas

Roles in brainstorming

- Facilitator
  - Not the manager or leader!
  - Keeps the conversation flowing
- Recorder
  - Gets everything up on the whiteboard (or sketchbook)
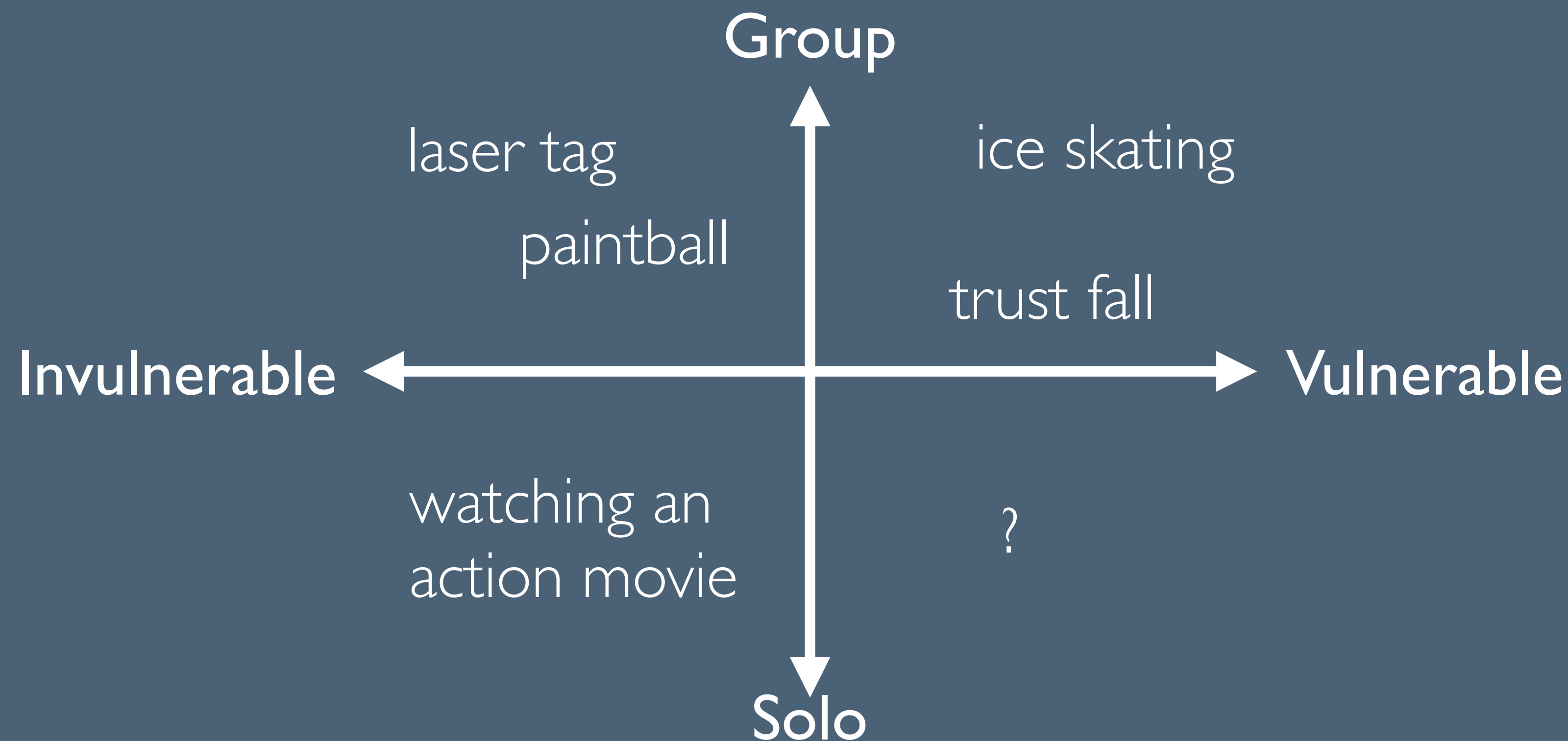- Participant

Brainstorming strategies

One tactic: Powers of Ten

- When you're considering a question, scale it up and scale it down

- Ice skating as a deliberate controlled vulnerability…
  - Could 1000 people at once engage in a controlled vulnerability activity? Could someone do it alone?
  - Could we do this in extreme heat environments?

Design space axes

- Pull out high-level dimensions along which your observations or ideas vary, then look for holes

Group

laser tag

ice skating

paintball

trust fall

Invulnerable ⟵⟶ Vulnerable

watching an action movie

?

Solo

Warm-up time

- Your goal: loosen people up so that they aren't self-conscious about sharing ideas with the group
- Reinforce practices of volume, riffing, and fluidity
- Improv games work quite well

Dark horse

He rides across the nation / the thoroughbred of sin

Good ideas can be bad

- Ideas intended to address the How Might We's often end up as local fixes or "safe" solutions

- They are right, but boring. These ideas often become the targets of **design fixation**.

Dark horse prototyping

- Include one idea and prototype that is intentionally far out or nearly impossible. Sometimes, it wins.

- Even when it doesn't win, it helps prevent design fixation.

- You will be doing this in P3

flare   focus   flare   focus