

Brainstorming

UX Design I

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IDEO Rules for Brainstorming

- Have a clear problem statement
- Have clear rules (e.g., go for quantity)
- Number ideas
- Build on ideas
- Make ideas visible
- Get physical (sketch, mind-map, make, act out...)

Traps to Avoid

- Criticizing ideas
- Taking turns (or trying to make the process less messy)
- Getting sucked into developing an idea in depth
- Going too far on tangent
- Stopping to do research

How to Keep Moving

- Brainstorm solutions to pain points
- Determine steps in process, brainstorm on those
- Identify loci for innovation
- Identify solutions for different users
- Have a facilitator

Rapid Brainstorming with Structure

Haakon Faste



<http://www.haakonfaste.com/>

Eric Paulos



<http://www.paulos.net/>

Rapid Brainstorming with Structure

I. Brainstorm a list of 10 objects associated with, say, snow and cold weather:

- Jackets
- Boots
- Snow plow
- Etc..

–Write these objects along the top of a large piece of paper

Rapid Brainstorming with Structure

2. Brainstorm 10 controls or techniques for controlling a signal. For instance:

- Knobs, buttons, dials, sliders
- Voice, pressure, temperature, squeeze, shake
- Write these controls along the left side of the paper
- The result is a matrix of 100 distinct potential object-control ideas

Rapid Brainstorming with Structure

	Slider	Voice	Pressure	Temperature	Squeeze	Shake	Dial
Snow shoes							
Gloves							
Hat							
Boots							
Ice pick							
Snowshoes							
Snowboard							

Rapid Brainstorming with Structure

- Populate as much of the matrix as you can in **10 minutes** with ideas for things that involve the object and the control.
- Don't worry whether the ideas are good. Just keep generating them.



Brainstorming is intense! Reward yourself for a job well done.