

We've talked about **setting restrictions before**, but the idea here is more about directing those ideas. If you try to just come up with an idea with a blank slate, you have no plan or direction and you're not going to get anywhere. Constraints are an easy way to do this:

What if your idea only worked between 2:13 p.m. and 2:15 p.m. each day?
What if your mobile app could only show one sentence and one button at a time...What can we do with that? It's normally a lot more than you think.

So, the next time you're trying to come up with an idea, focus just a little bit more and see what happens.

Never Brainstorm with a "Blank Slate" | 99U