



## WORKSHOP

Build Engaging Solutions Across **Power Platform**  
Using Human-Centered Design Principles

# Effective ideation through brainstorming



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**Ideation** is the **creative process**  
of generating, developing, and  
communicating new ideas,

Ideation comprises all stages of a thought cycle, from innovation, to development, to actualization. As such, it is an essential part of the design process.

“The best way to get a good idea is  
to **get a lot of ideas.**”

Linus Pauling - an American chemist, biochemist,  
chemical engineer, peace activist, author, and  
educator.

**Brainstorming** is a **group creativity technique or tool** that is used to find a solution for a specific problem by gathering a group of ideas.

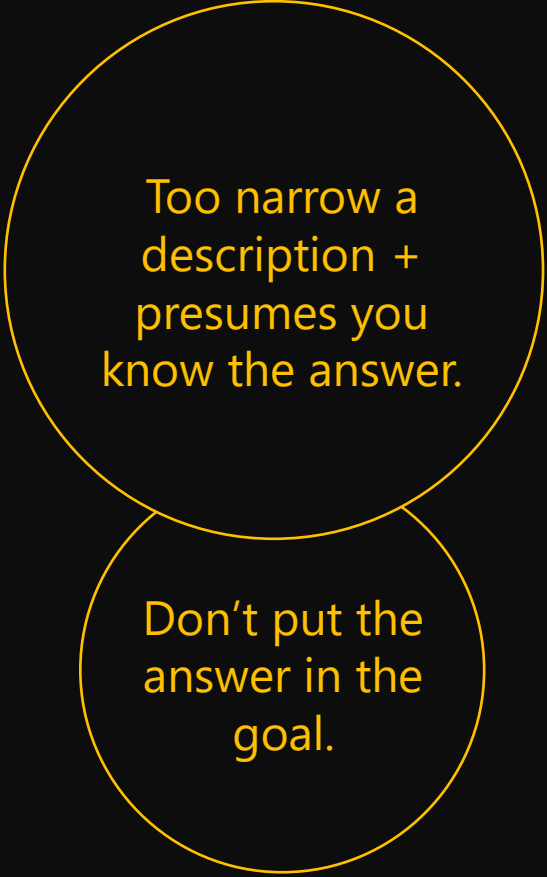
**The goal** is the most important part to an effective brainstorm.

The goal is a **well-articulated description** of the problem at the right level of specificity.

"An alarm clock for a  
hearing-impaired person"



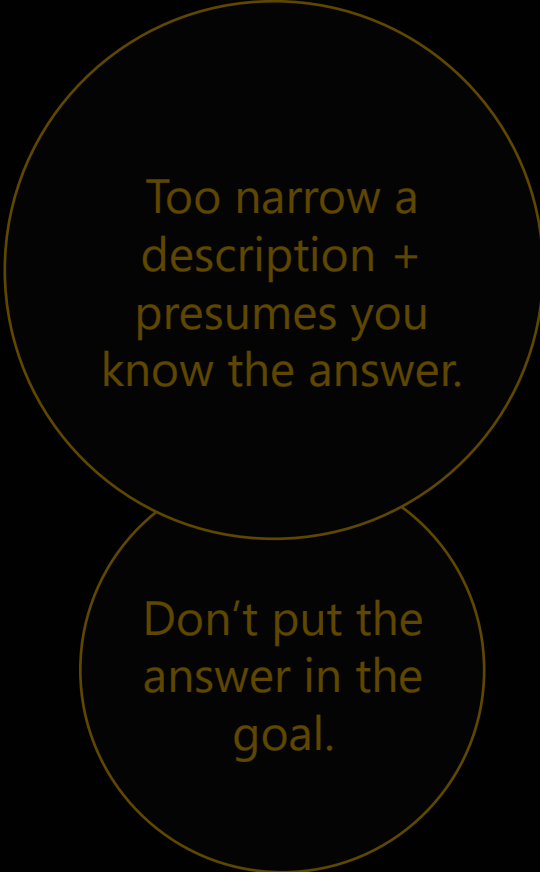
"An **alarm clock** for a hearing-impaired person"



Too narrow a description + presumes you know the answer.

Don't put the answer in the goal.

"An alarm clock for a hearing-impaired person"



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"Help people to wake up if they have hearing impairment"

"An alarm clock for a hearing-impaired person"

Too narrow a description + presumes you know the answer.

Don't put the answer in the goal.

"Help people to wake up if they have hearing impairment"

Keep it broad your imagination works better this way!

Ways to run an **effective brainstorm**

## **The boss gets to speak first**

If the boss gets first crack, then they are going to set the agenda and the boundaries, and your brainstorming is immediately limited.

## **Everyone doesn't need a turn**

Going clockwise around the room may be democratic, but it's not the best way to get ideas.

## Experts only, please

Don't be an "expert" snob.

Bring in a customer.

Bring in engineering

Bring in random people in the office

Invite a customer service rep with lots of field experience.

..... they just might have the insight you need.

DIVERSE SET OF PEOPLE IN THE ROOM!

### **Allow for the silly stuff**

Remind everyone brainstormers aren't like regular work, that anything goes, and that you can have a lot of fun while you solve the problems.

"It's about setting a safe, creative space for people to feel like they can say anything, be wild, not be judged – so that new ideas can be born. "



Use your **imagination**

Observations get turned into ideas that can lead to innovations at brainstorming sessions.



# Effective Brainstorming : ACTIVITY

# Scamper video

<https://www.youtube.com/watch?v=G8w0rJhztJ4>

# SCAMPER

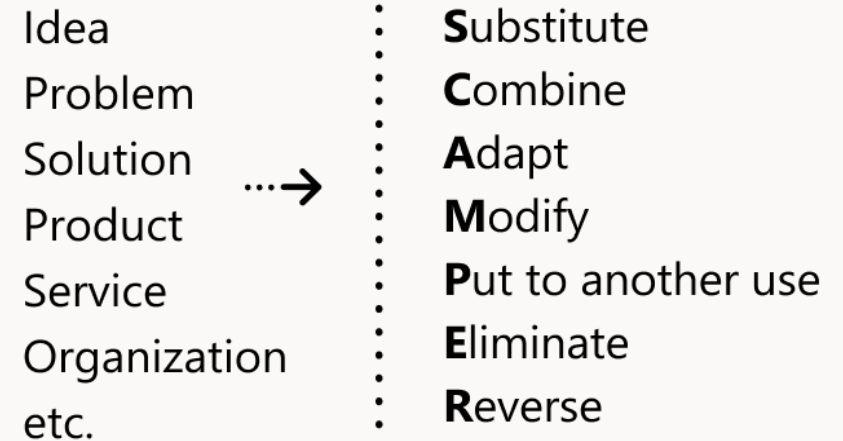
a method for broadening thinking

## Goal

The objective of the **SCAMPER** method is to draw inspiration from what already exists, whether it is an existing product, a problem, an idea, or an element of a product or service, in order to come up with new ideas.

Each letter of the word **SCAMPER** is linked to a verb (question) to encourage further reflection, creativity and innovation.

In a nutshell :



## PROBLEM STATEMENT

How about  
**something** for a  
hearing impaired  
college student that is  
always late for class.



## Substitute

Consider whether some of what already exists can be replaced by something else.

Example:

Can we substitute traditional alarm sounds with visual or tactile alerts that are more suitable for the hearing impaired?

What could be  
**substituted** (materials,  
colors, services, shapes)?



## Combine

Consider the possibility of joining several elements into one.

Example:

Can we combine the alarm clock with a vibrating bed or pillow to ensure the student wakes up promptly?

What could be **combined** to add even more value?





## Adapt

Ask yourself if there are any products or anything else that have already addressed your current problem.

Example:

How can we adapt the alarm clock to sync with the student's class schedule or integrate it with a mobile app that sends reminders?

Can you use what already exists to **adapt** it to your own solution?



## Modify

Consider whether you can modify a feature or part of the product or idea. Try to broaden your thinking.

Example:

How about modifying the alarm clock to have adjustable brightness levels or different vibration intensities for customization?

What could be **modified**  
(or magnified, minimized)  
to improve the idea?



## Put to another use

The goal is to find another application for the product or concept in case changes are made to it.

Example:

Can we repurpose the alarm clock to serve as a reminder tool for important events and deadlines in addition to waking up for classes?

What other **use cases** could the idea offer?



## Eliminate

Think of all the elements that could be removed to simplify the service, product or interface.

Example:

Are there any unnecessary features or complexity in the alarm clock design that can be eliminated to make it more user-friendly?

What could be **eliminated** to simplify the idea?



## Reverse

Try to reverse the product, situation or idea in order to come up with other ideas that stand out from the ordinary (or also reorganize or rearrange).

Example:

What if we reverse the problem and focus on creating a smart class schedule management system for the hearing-impaired student to ensure they are always on time?

Is it possible to do the exact **opposite** of what was planned?

# Ending statement

