



How to Brainstorm

WHY SHOULD YOU BRAINSTORM?

The POV has helped you frame the need well. Brainstorming will help you generate multiple ideas to address the need using the collective wisdom of your team. Before you start, think of How Might We (HMW) questions.

GENERATING HMW QUESTIONS

HMW questions are crafted from the POV by breaking the need into multiple opportunities for solutions. Try to establish a scope that is broad enough for several concepts to come out, and also narrow enough to give some boundaries for the team to work with.

HMW EXAMPLE

Using the Point of View (POV):

Sally Specialist

needs a way to **quickly enter time for her projects on the go**
so that **she can concentrate on her main job responsibilities.**

Here are some examples of HMWs for this POV:

- How Might We **help Sally enter time on the go?**
- How Might We **minimize complexity for timesheet entry?**
- How Might We **reduce the time it takes Sally to enter her time?**

FROM HMWS TO BRAINSTORMING

Using the HMWs as the seed, generate lots of ideas. The goal is to come up with as many ideas as possible. Follow the brainstorming rules. You can use sticky notes to capture ideas. We recommend using half sheets of paper to allow people to both draw and scribble in giving life to their ideas. Prepare in advance by cutting regular printer paper into half.

ROOM SETUP FOR HMW AND BRAINSTORMING

- Make sure you have a room that can comfortably accommodate the group you invited.
- Take sufficient printer paper sheets and cut them into half.
- Ensure that felt tip pens or pencils and erasers are readily available.
- Hang the Personas and POVs in the room for reference.
- Hang the brainstorm rules.
- Craft the HMWs from the POVs together with the team.
- Using HMWs as starting points, silently write down ideas on half sheets for ~10 minutes - one idea per half sheet drawn out without too much detail!
- Present and discuss each person's half sheets while sticking them on the wall.
- Capture the discussion points on sticky notes and paste them alongside the sketches. You may want to note why the concept works or concerns and ideas that build on it.
- Cluster the ideas to find solution themes.
- Record the ideas for later reference (taking photos is the easiest way).

BRAINSTORMING RULES

- Defer judgement
- Encourage wild ideas
- Build on the ideas of others
- Go for quantity
- Be visual
- Focus on the problem
- One conversation at a time

EXAMPLES OF HALF-SHEET IDEAS

Title of the idea

Short description about what the idea does and why it is so awesome

Fill timesheet on the move

Drawing of the idea

Quick Fill

Touch gesture to quickly select the date.

1-Click Timesheet

Sally gets an email with recommendation for this week using data from previous week.

Outlook / Gmail Plugin

The Outlook / Gmail plugin could generate the weekly timesheet according to Sally's calendar activities

Recognizing the Calendar

Smart system recognizing the calendar activity and entering accordingly.

Voice Entry

Smart system can auto generate time entries and Sally can vocally confirm them

Scanning the Badge

When Sally scans her badge at entrance/ exit, the weekly timesheet would be generated automatically

HALF-SHEET IDEAS CLUSTERED

