

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes



Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

THE CONTEXT OF A VEHICLE MANAGEMENT SYSTEM, THE "WHAT THEY SEE" QUADRANT MIGHT ALSO INCLUDE INFORMATION ABOUT THE USER'S PHYSICAL ENVIRONMENT

Person 2

POSITIVE FEEDBACK FROM OTHER USERS WHO HAVE FOUND THE SYSTEM HELPFUL AND USER-FRIENDLY

Person 3

THE SYSTEM IS TOO COMPLICATED TO UNDERSTAND AND USE EFFICIENTLY FEAR OF LOSING CONTROL OVER THE VEHICLE OPERATION

Person 4

THE USER MIGHT THINK THAT THE VEHICLE MANAGEMENT SYSTEM IS COMPLEX AND DIFFICULT TO UNDERSTAND, ESPECIALLY IF THEY ARE NOT TECH-SAVVY

Person 5

IN THE CONTEXT OF A VEHICLE MANAGEMENT SYSTEM, THE "WHAT THEY SEE" QUADRANT MIGHT ALSO INCLUDE INFORMATION ABOUT THE USER'S PHYSICAL ENVIRONMENT

Person 6

SAVING TIME BY EASILY A USER-FRIENDLY AND INTUITIVE INTERFACE FOR MANAGING THEIR VEHICLE

Person 7

THE USER MIGHT FEEL FRUSTRATED AND OVERWHELMED WHEN USING THE VEHICLE MANAGEMENT SYSTEM, ESPECIALLY IF THEY ENCOUNTER ERRORS OR DON'T KNOW HOW TO PERFORM A PARTICULAR TASK

Person 8

THE SYSTEM IS TOO COMPLICATED TO UNDERSTAND AND USE EFFICIENTLY FEAR OF LOSING CONTROL OVER THE VEHICLE OPERATION

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

Benefits and Limitations

The impact Effort

The Eisenhower matrix

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TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're added to your board.