



@jaimeejaimiee

Super - Rad



BRAINSTORMING



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jaimee newberry
dir. of user experience
black pixel



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WHO

on EARTH?



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It's faster to just... start.

I'm alone.

It's counter-productive.

I never actually get anywhere.



Can we make our brainstorming
more productive?



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have a GOAL

be PREPARED



GOAL

What are we brainstorming
to solve?



GOAL

- I have an idea?
 - Elevator pitch
 - Design principles
 - Product flow
 - Features or requirements
 - "MVP"
-



BE PREPARED

- Plan
 - Set Expectations
 - Materials
 - Plan B
-



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EXAMPLE

(ready?)



GOAL:

Brainstorm to determine **design principles**
for PoufPoufs



GOAL:

Brainstorm to determine **design principles**
for PoufPoufs

*PoufPoufs allows us to playfully
communicate our imagination by
identifying and photographing
cloud-shapes, and sharing them
with our friends.*



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WHAT ARE DESIGN PRINCIPLES?

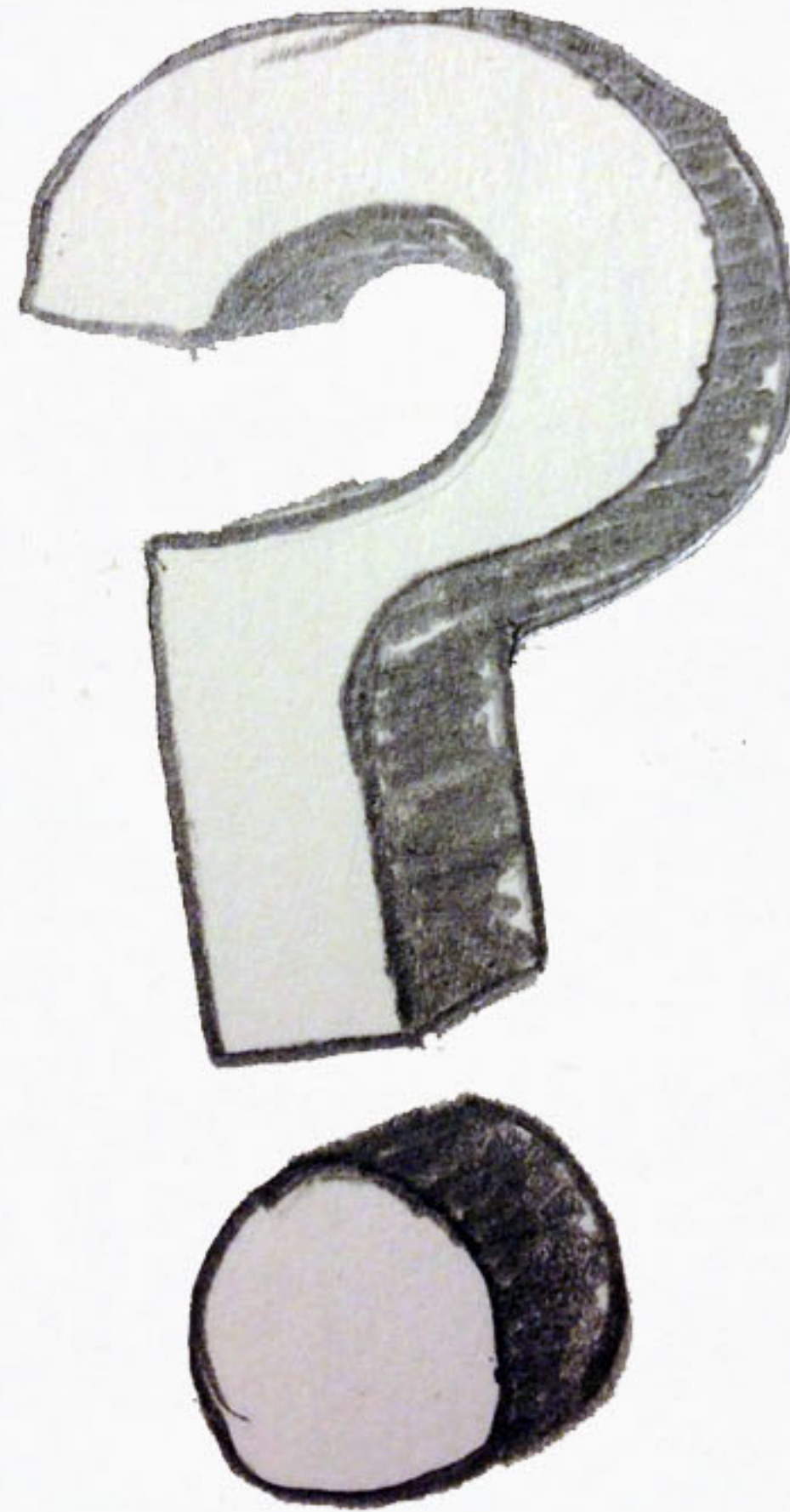


WHAT ARE DESIGN PRINCIPLES?

A statement of what you want
the design to be.



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Zappos!

- Deliver WOW Through Service
 - Embrace and Drive Change
 - Create Fun and A Little Weirdness
 - Be Adventurous, Creative, and Open-Minded
 - Pursue Growth and Learning
 - Build Open and Honest Relationships With Communication
 - Build a Positive Team and Family Spirit
 - Do More With Less
 - Be Passionate and Determined
 - Be Humble
-



MATERIALS

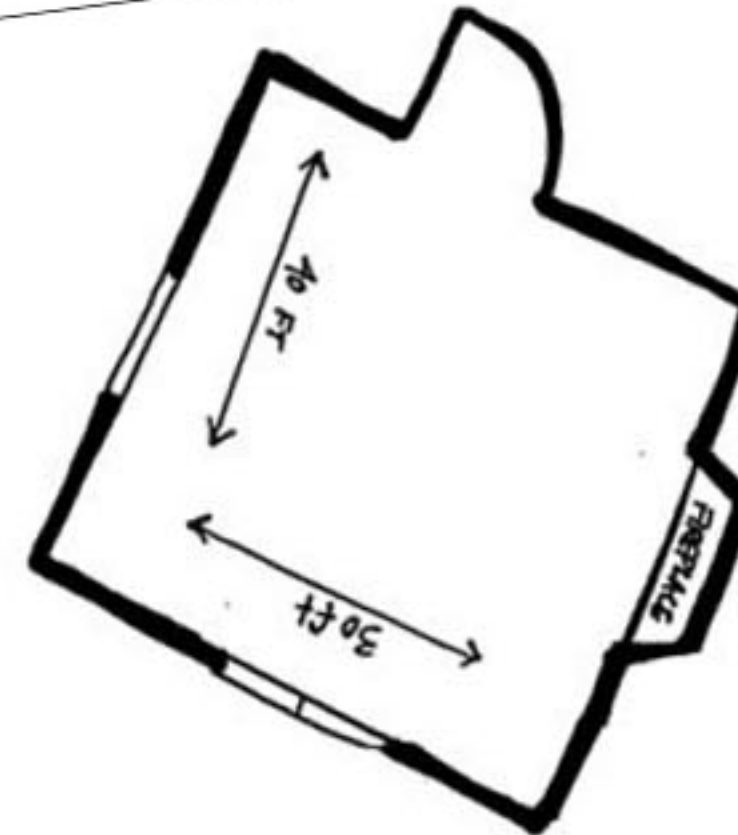
- UX Box
 - Some researched examples
-



_____ 's personality is
_____ and _____. On a
good day _____ is _____.
On a bad day, _____ is _____,
but _____. _____ is
surprisingly _____, which is why
we love it.

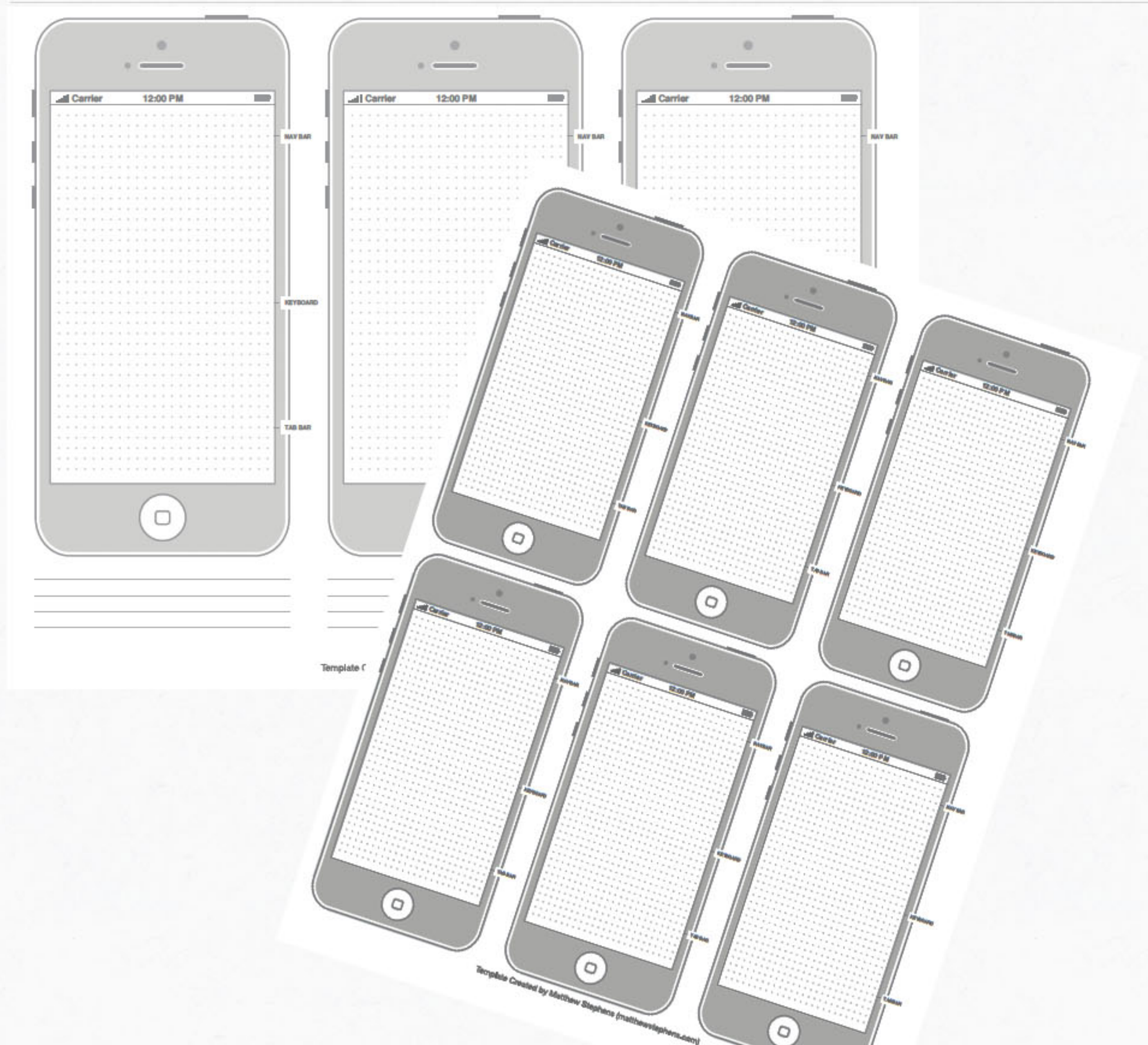


_____ is a _____ and
_____ space. It makes me
feel _____. It's the kind
of place where you can just
_____ and _____. It's
perfect when I'm in a _____
kind of mood.





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AGENDA

Agenda

9:30 - coffee & intros

10:00 - The Goal

10:20 - Exercise 1
• 15 min
• Discuss

10:45 - Break

11:00 - Exercise 2
• 8 min



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SUMMARIZE





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Thank
You!

