

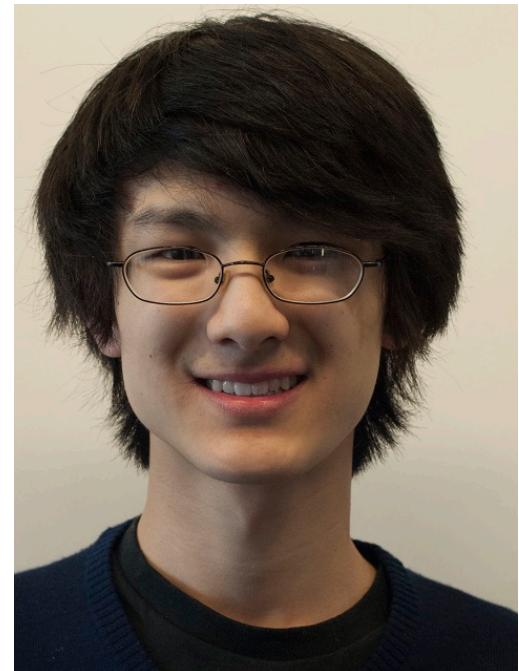
Introductions



Daniel Epstein



Bradley Jacobson

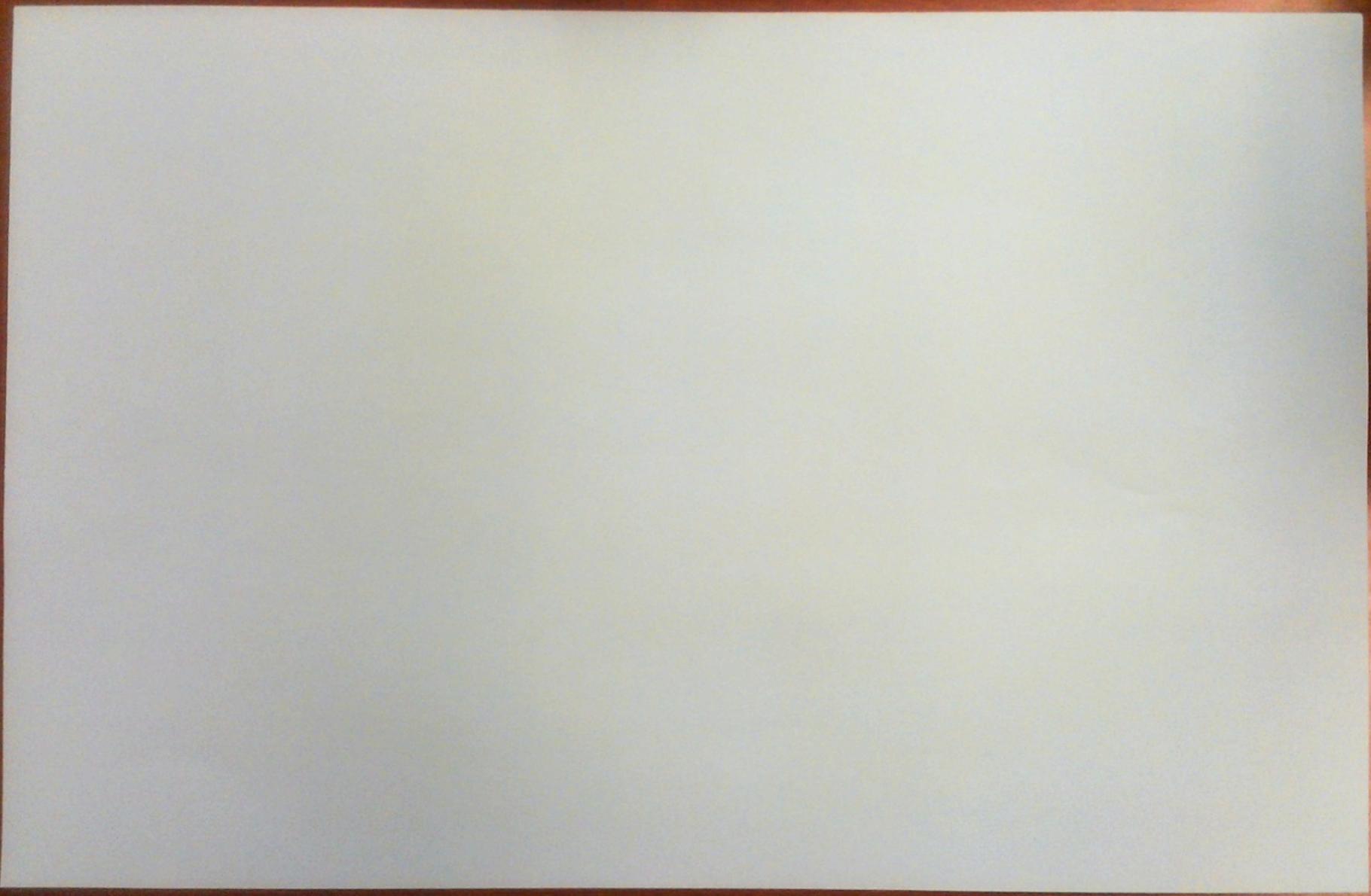


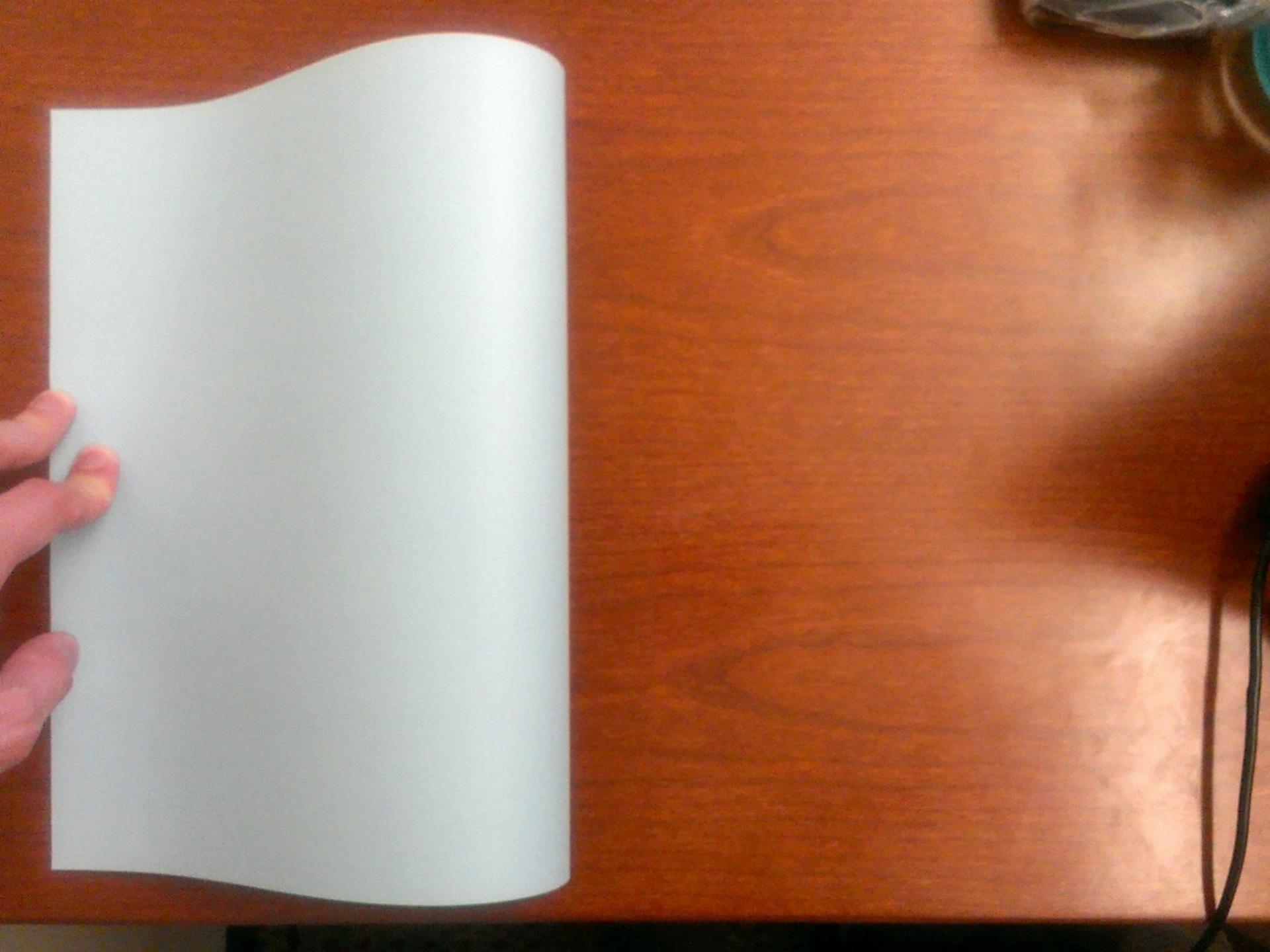
King Xia

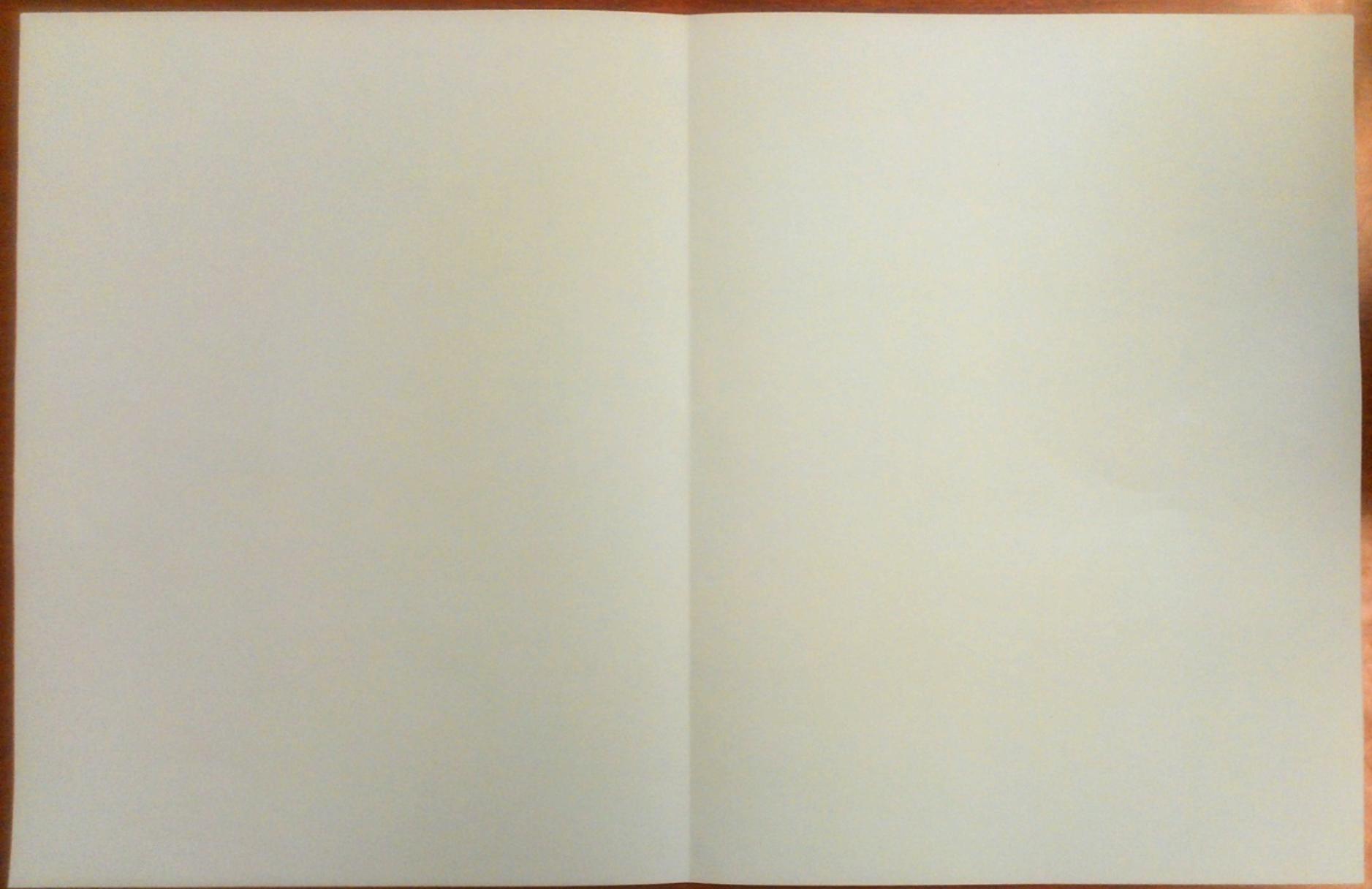
Proposal brainstorm

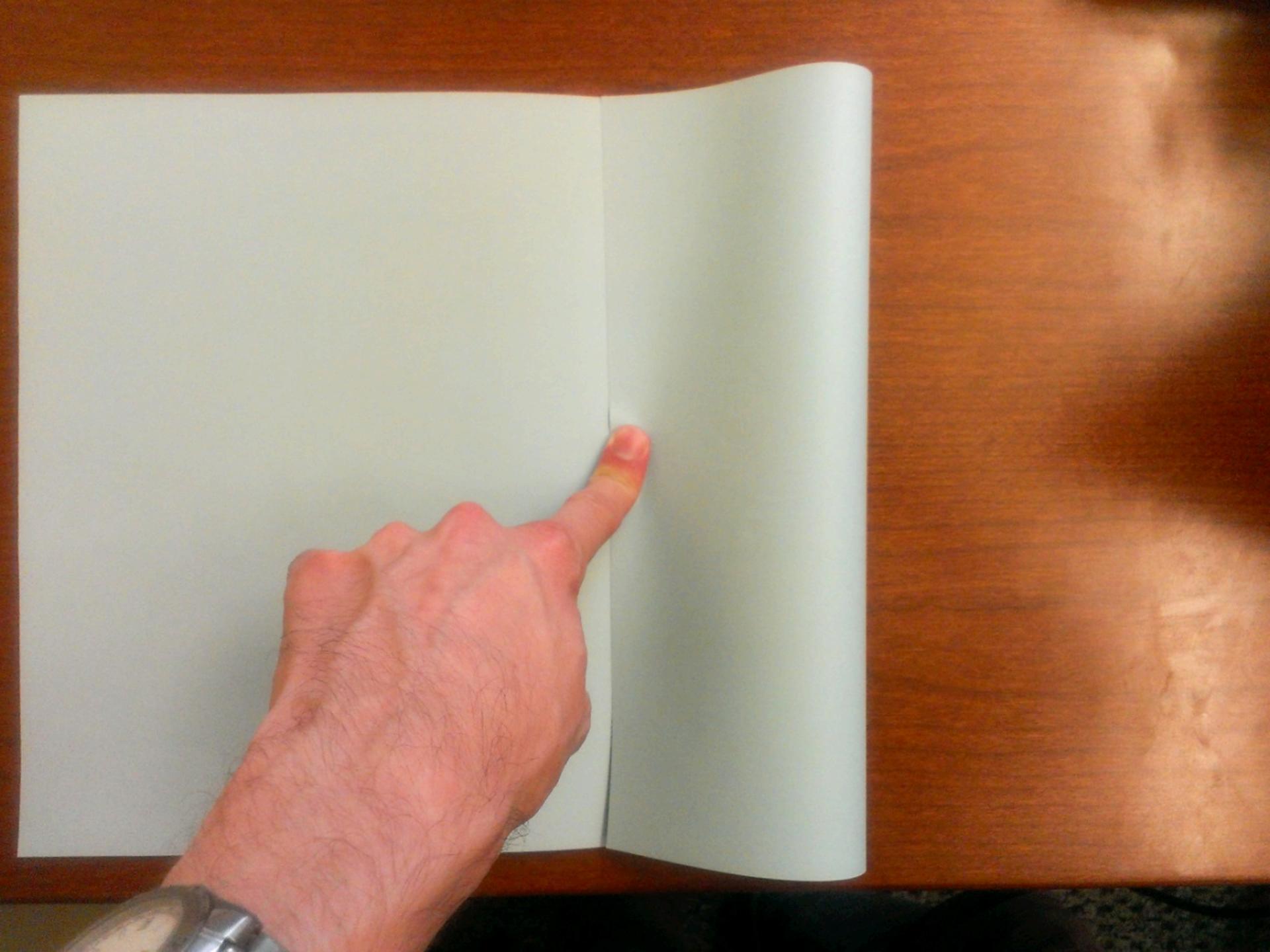
Next 30 min: Close your laptop. Groups of 4
brainstorm project ideas

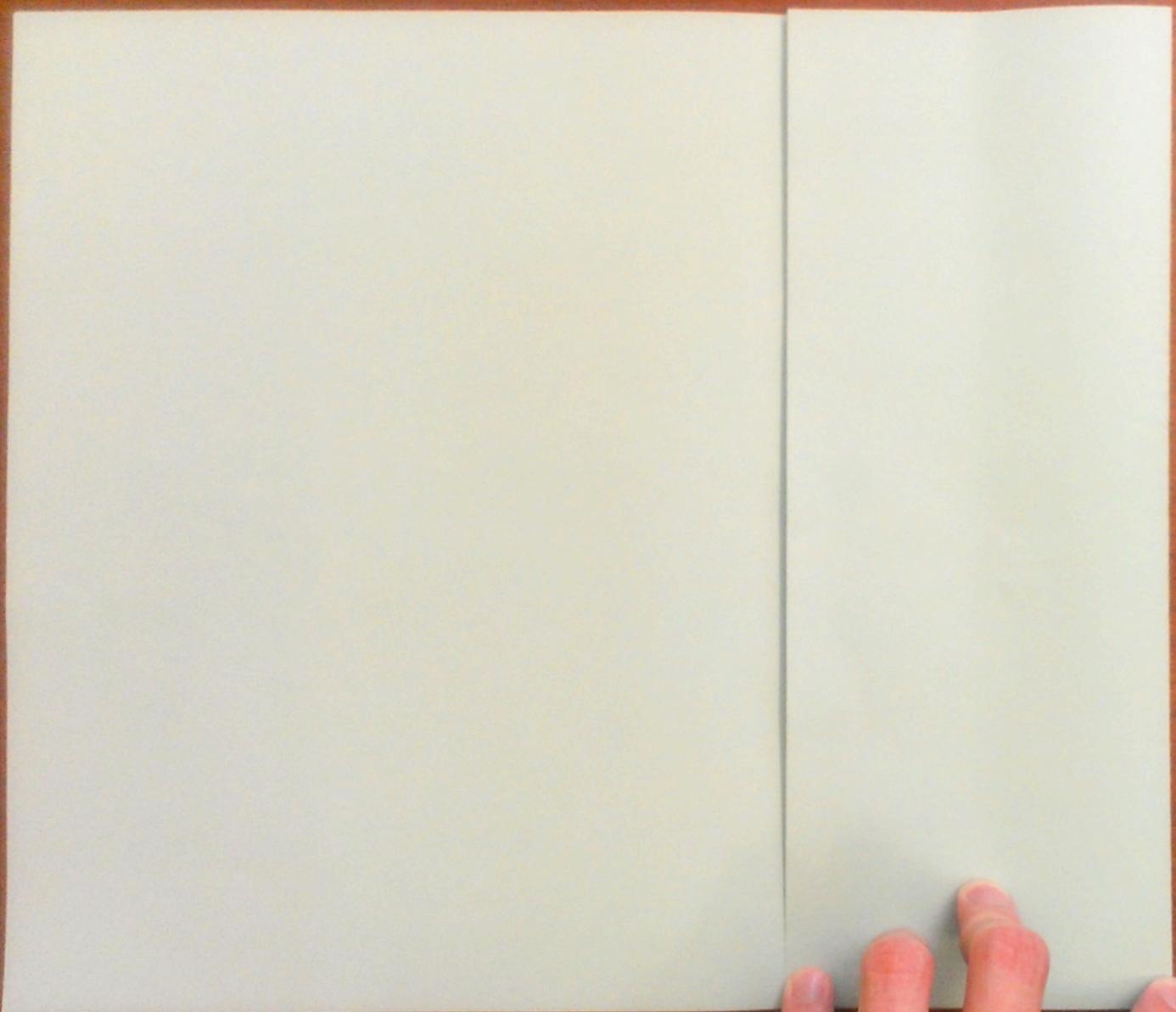
At the end of class: we will ask you to share an
idea. Each idea must be different!



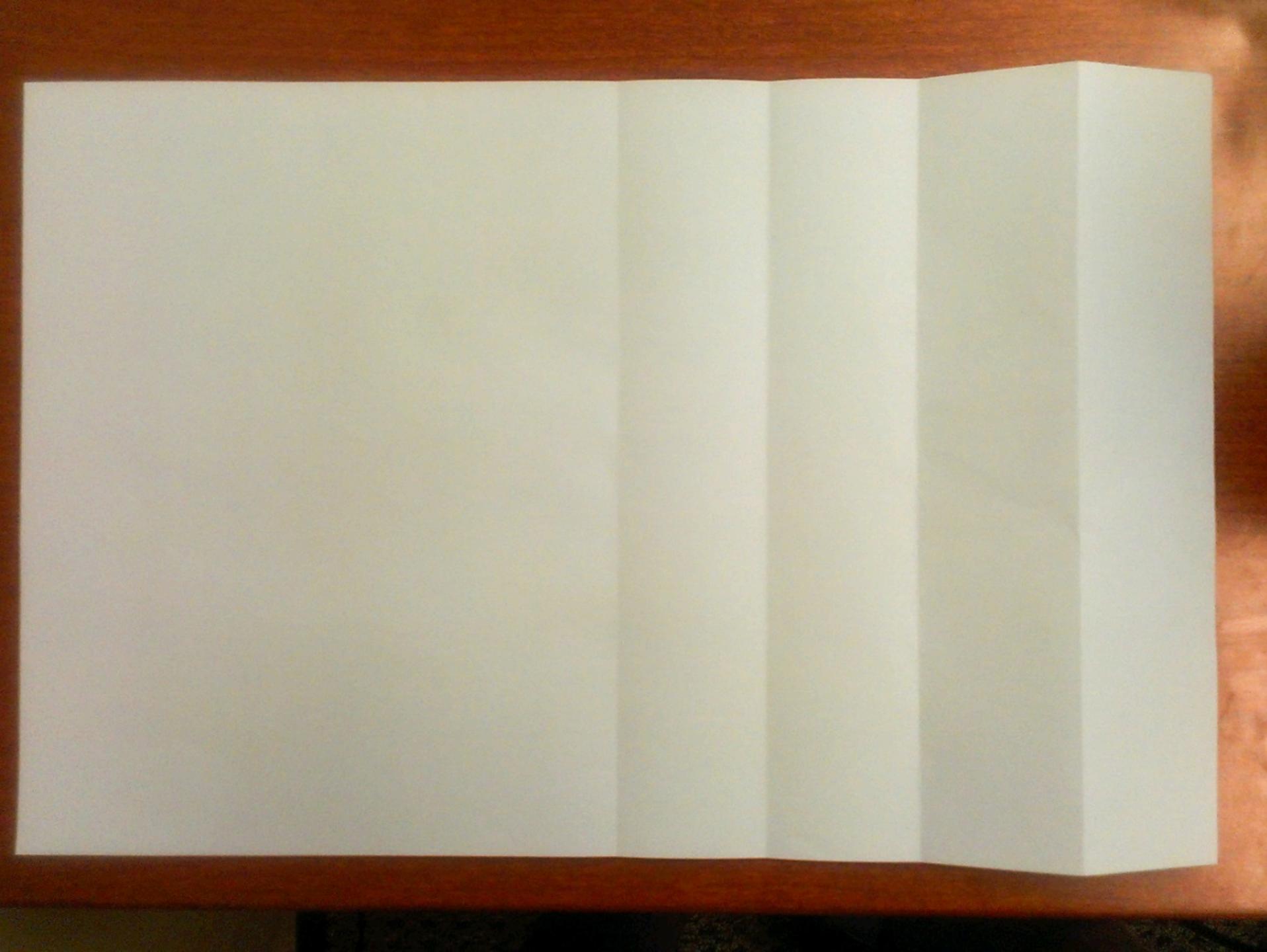


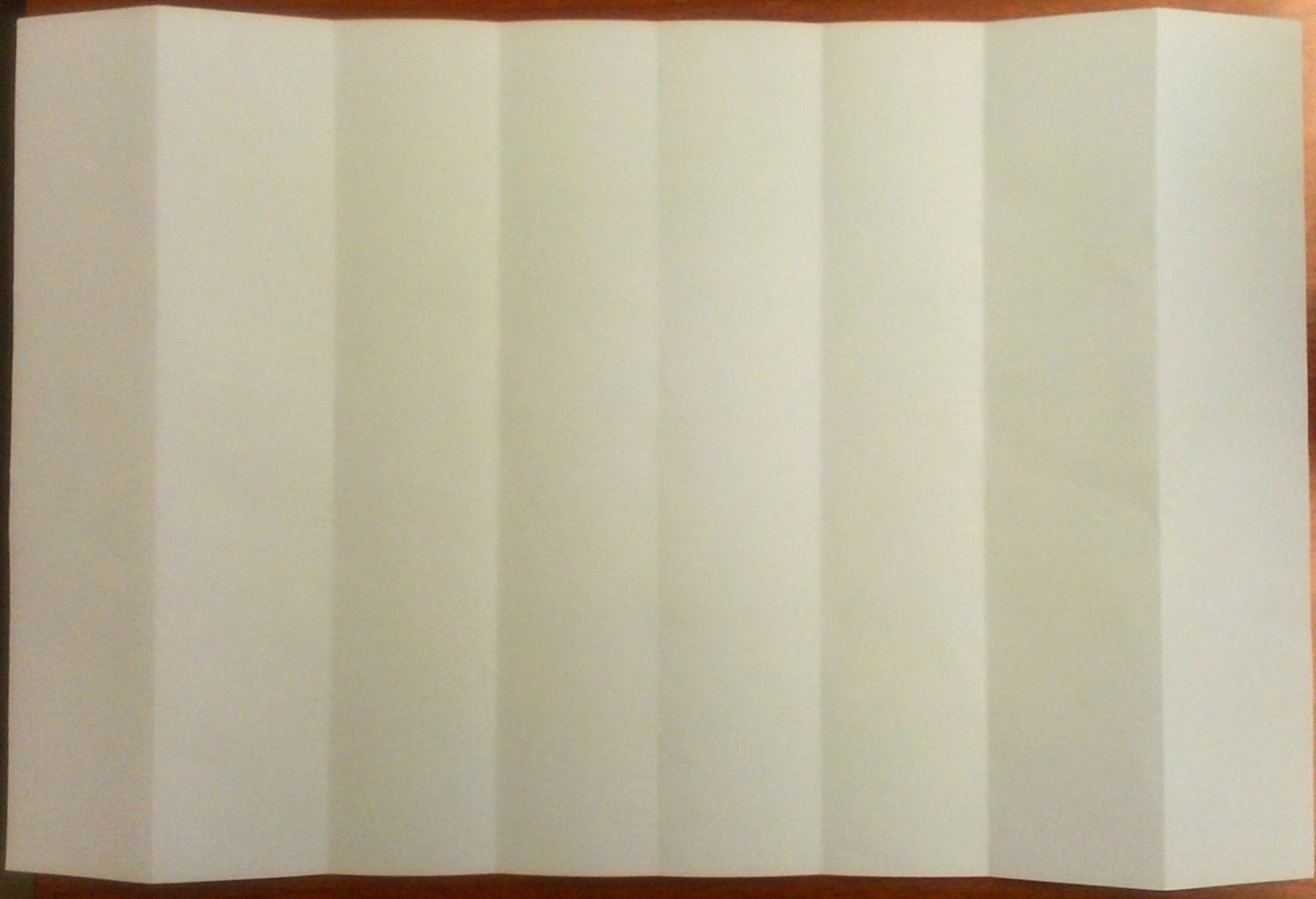




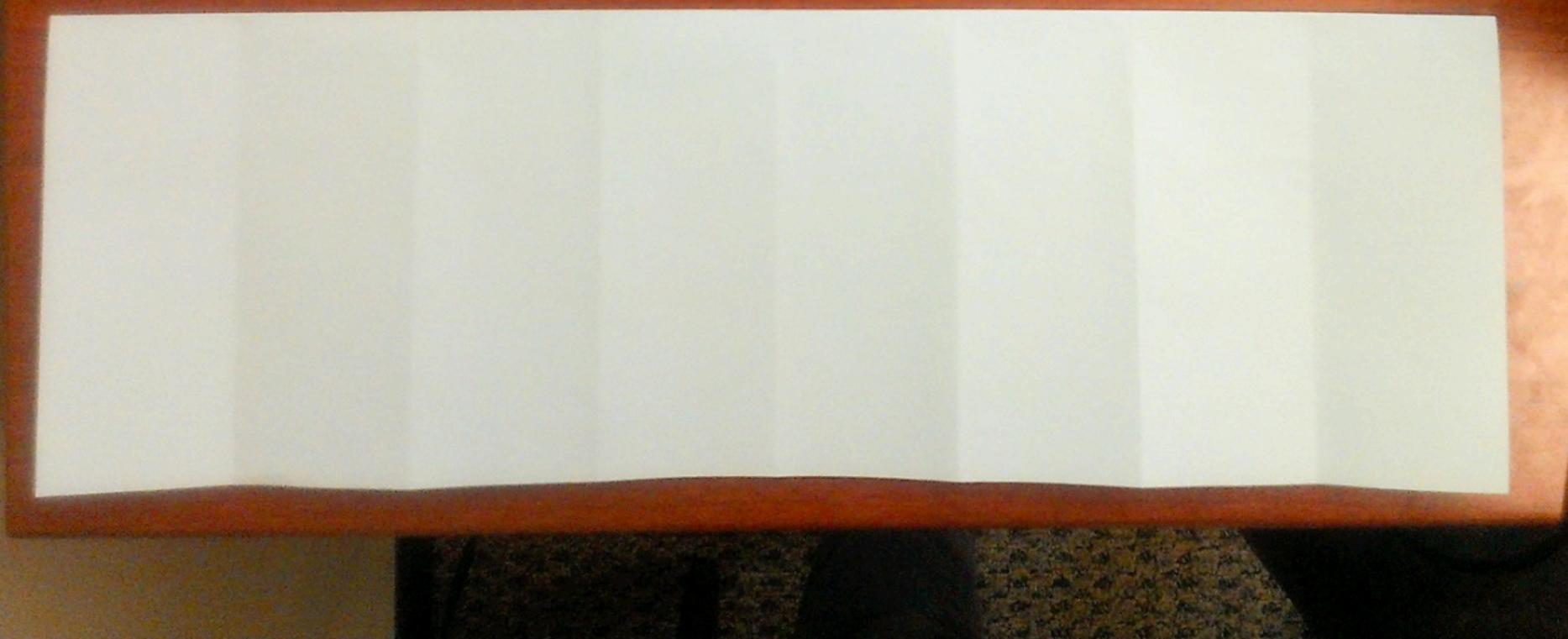




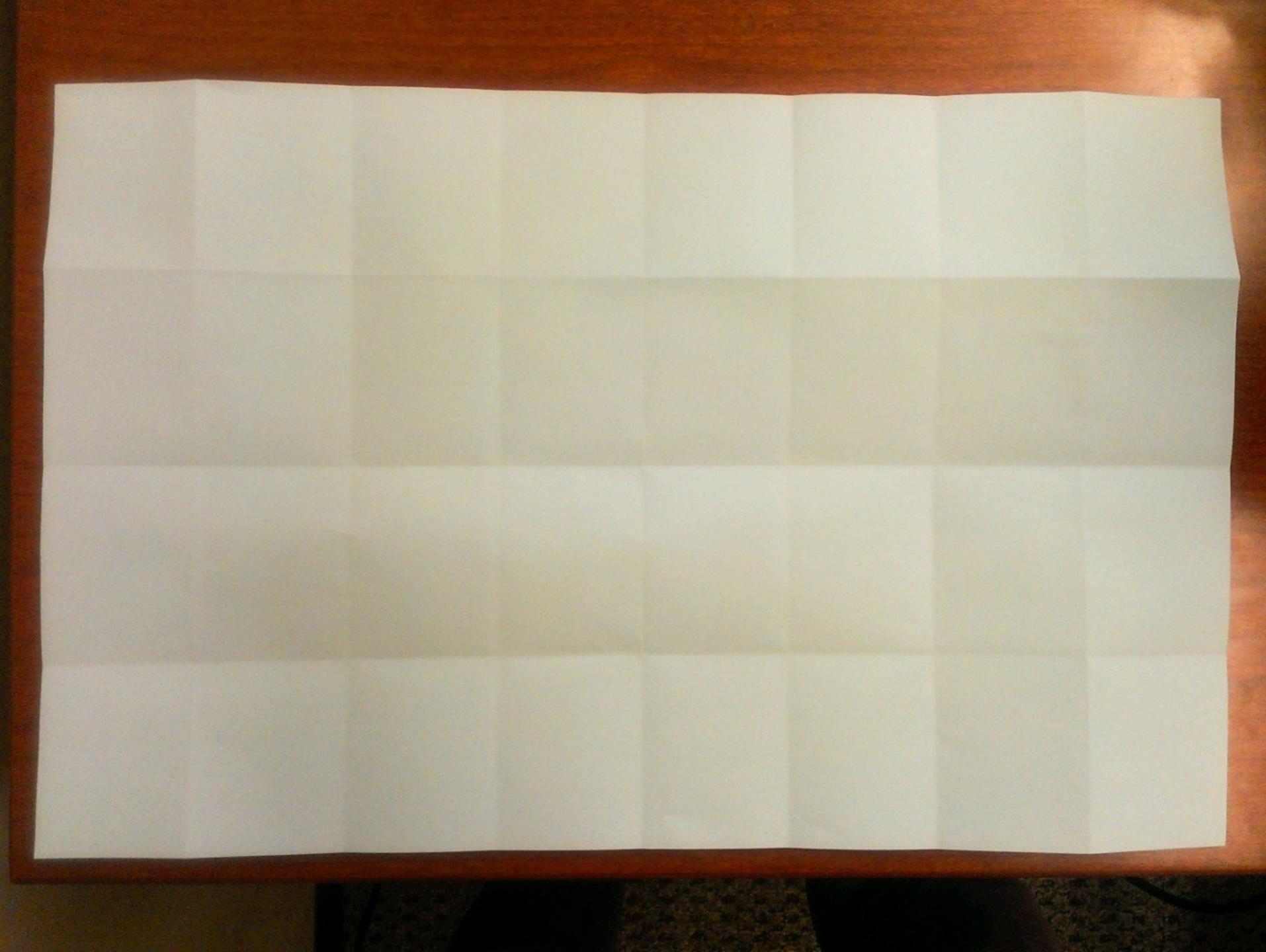












Proposal brainstorm

Divide paper into 32 rectangles (8x4)

Generate 64 ideas (one per square, both sides)

Quick sketch / doodle / one-sentence
description (quantity not quality, but should still
convey the idea!)

Why brainstorm this way?

Your first idea is **not** your best idea

Don't waste time hill-climbing in local maxima:
explore!

Don't reject ideas out of hand (that weird/crazy/
infeasible idea might spark something great!)

Ideation ground rules

There are no dumb ideas

Build on ideas: “Yes and ...” not “No but ...”

Quick but understandable sketches

Quantity not quality, No repeat ideas

Include ideas from existing products

If you’re stuck, find inspiration elsewhere
(mystery box!)