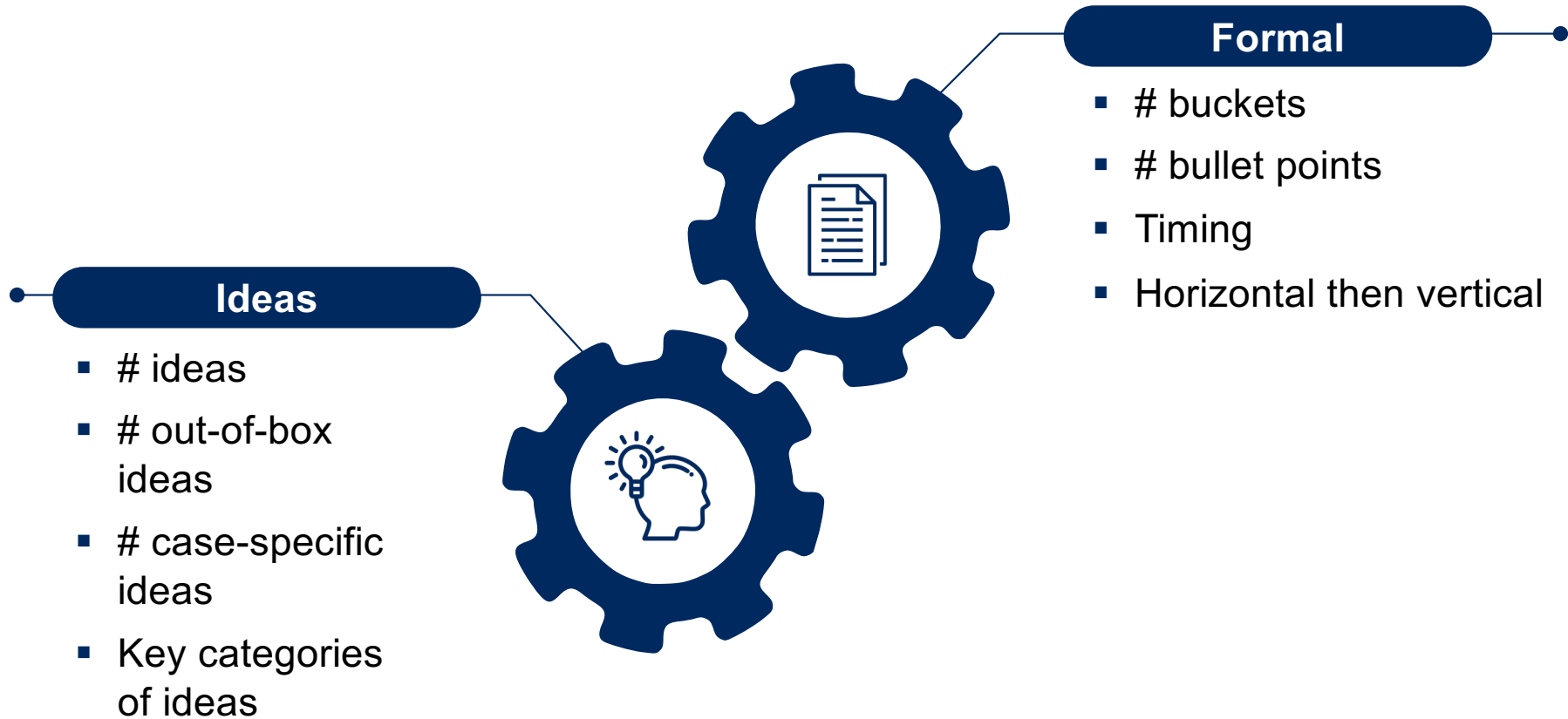


# Requirements for an answer to a brainstorming question



# Requirements for an answer to a brainstorming question: formal



## Formal criterium

- # buckets
- # bullet points
- Timing
- Presentation



## Best practice

- 2-4
- 2+ per bucket
- Start on the fly
- Up to 2 min to share ideas
- Horizontal then vertical



## Questionable practice

- 1 – no structure
- 5 – can't prioritize
- 1 – not enough depth of a bucket
- Take time to think about ideas
- Longer than 2 min to share ideas
- Vertical then horizontal

# Requirements for an answer to a brainstorming question: ideas

## Ideas



## Best practice



## Questionable practice



- |                           |   |  |
|---------------------------|---|--|
| ▪ # ideas                 | ▪ 8-10 ideas  | ▪ 3-4 ideas  |
| ▪ # out-of-box ideas      | ▪ 3+ ideas  | ▪ None   |
| ▪ # case-specific ideas   | ▪ All ideas   | ▪ Most ideas are generic   |
| ▪ Key categories of ideas | ▪ Cover all of them [depends on the type of a brainstorming question] | ▪ Cover some of them [depends on the type of a brainstorming question] |