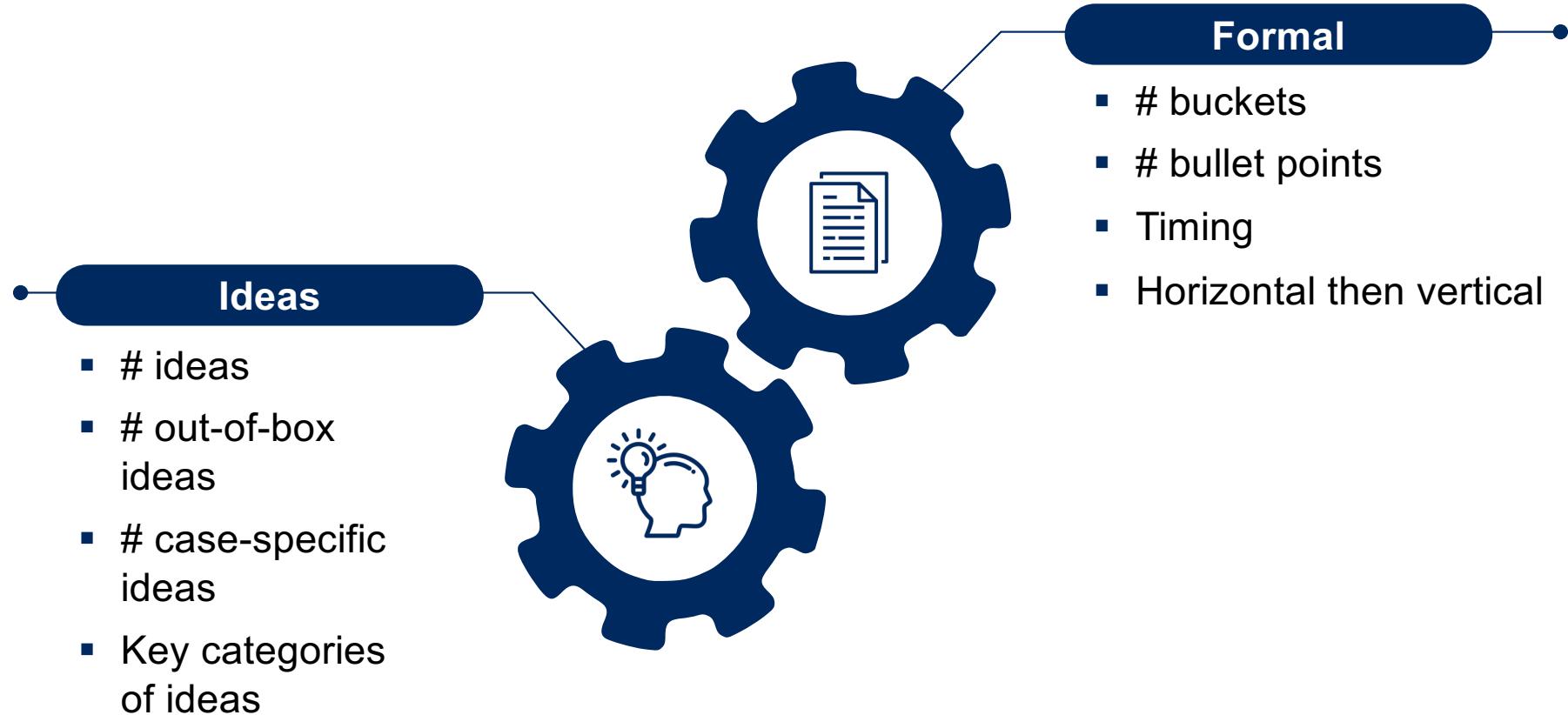


# Requirements for an answer to a brainstorming question



# Requirements for an answer to a brainstorming question: formal



## Formal criterium

- # buckets



## Best practice

- 2-4



## Questionable practice

- # bullet points

- Timing

- Presentation

- 2+ per bucket

- Start on the fly
- Up to 2 min to share ideas

- Horizontal then vertical

- 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]