

Brainstorming Examples

Mind mapping is a visual tool for related ideas and terms enhancing the brainstorming process. In essence, you're drawing a picture of the relationships among and between ideas.

Start by writing down your goal or challenge, and branch off correlating words, ideas or concepts. This helps you develop a well-rounded view on a single or multiple idea.

You can use mind mapping software or simply sketch it on paper or a whiteboard.

6-8-5 brainstorming game

Helps you generate lots of ideas in a short period of time.

It's designed to keep you on task by limiting you to sketch in small boxes and work fast in a limited amount of time.

The activity can be repeated to flesh out a few of the best ideas. 6-8-5 works great in the early stages of the ideation process to identify the best ideas.

STEPS

1. Fold an A4 paper into a 4X4 grid creating boxes to sketch ideas in, but small enough to constrain them to one idea per box. Prepare enough paper for yourself and others to have about 8 boxes per round.
2. Distribute sheets of paper. Or instruct others how to make their own grid.
3. The goal is to generate between 6-8 ideas (related to the objective) in 5 minutes.
4. Set a timer for 5 minutes.
5. Sketch out as many ideas as you can until the timer ends — with the goal of reaching 6-8 ideas.
6. When the time runs out, share sketches with others and each person presents his/her sketches.
7. Repeat another few rounds of 6-8-5 if you have time. You can further develop any ideas that were presented by the group as a whole or sketch new ideas that emerged in the last round.

8. You can continue to work on separate ideas or begin working on the same idea. But the 5-minute sketching sprint should always be done silently and independently.

How to write a good problem statement

STEPS

1. Start by looking at the research insights and try rephrasing them as questions by adding “How might we” or “What can we do to...” at the beginning to encourage thinking creatively about solution.
2. The goal is to find opportunities for design, so if your insights suggest several How Might We questions that’s great.
3. Do not impose limitations. Take a look at your How Might We questions and ask yourself if it allows for a variety of solutions. If it doesn’t, broaden it. Your How Might We should generate a number of possible answers and be a starting point for your Brainstorms.
4. It should be actionable use strong verbs, like “How might we *teach*...”, or “How might we *provide*...” Active verbs provide additional information, and better describe intent.
5. It should be human focused not organisation focused.
 - How might we create a financial safety net for people in villages?
 - How might we enable people to save and plan for their life goals?
 - How might we make healthy eating appealing to young people and help them adopt healthy behaviours?
 - How might we help people find and discover music they like?
 - How might we make insurance easy to understand for millennials?
6. Finally, ensure that your How Might We’s aren’t too broad. It’s a tricky process but a good How Might We should give you both a narrow enough frame to let you know where to start your Brainstorm, but also enough breadth to give you room to explore wild ideas.

Feature prioritisation methods

Moscow method

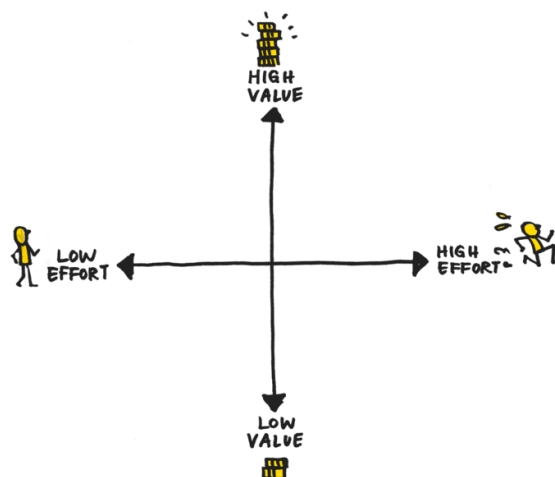
This method uses four priority groups: MUST have, SHOULD have, COULD have, and WON'T have. With this technique you can prioritise requirements collaboratively.

- MUST HAVE (Mandatory features)
- SHOULD HAVE (high priority features)
- COULD HAVE (Preferred but not necessary features)
- WOULD HAVE (Can be postponed and suggested for future execution)

The 2x2 Matrix

The 2x2 matrix is a tool primarily used for product development and prioritisation. The product backlog helps you visualise product features and enhancements that may or may not add any true value for customers.

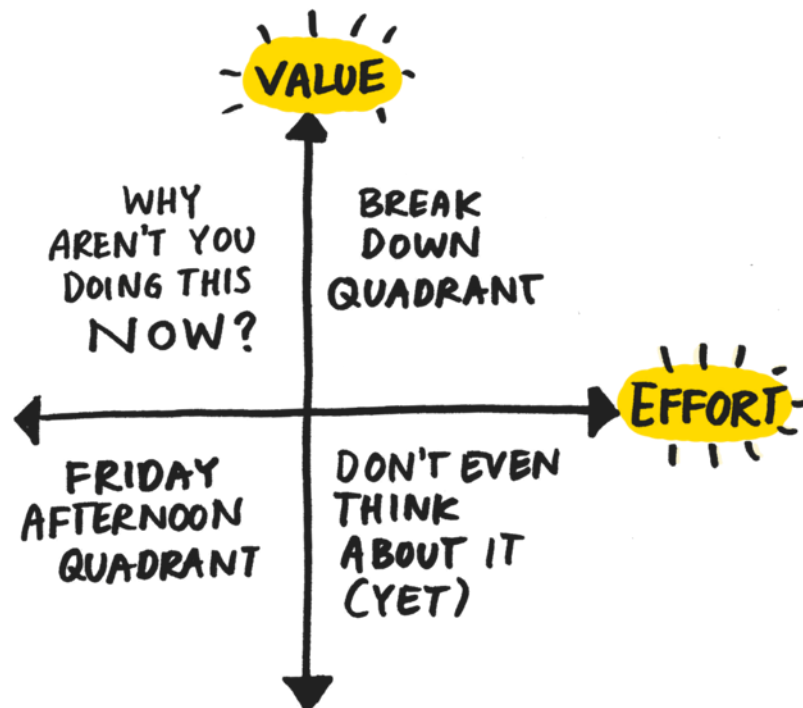
Draw a large “+” sign on any spare wall space or paper you can find. Mark “Value” and “Effort” along the vertical and horizontal axes respectively.



Value: the value generated for your customers

Effort: the effort required to deliver the feature

Write up the features using Post-It notes and start plotting them on your 2x2 matrix.



Once you've mapped out your backlog on the matrix you should now have a clear idea of where to focus your efforts.

The quadrants

Top left: high value low effort is the things to focus on first offering the most value and are low effort

Top right: offer high value and high effort try to break them down further

Bottom left: Low value features that are easy to implement

Bottom right: Should not be prioritised at this point in time