



Aha!

Brainstorming, alone or with a team, helps **unlock our creative capacity** to come up with many meaningful solutions to a challenge.

At this stage, our goal is to think of as many ideas as possible. Practical... wild... borderline impossible...clearly infeasible? Doesn't matter. (Yet.)

Brainstorming Process

1 PREPARE

Grab markers, sticky notes, and a surface.

2 CHOOSE YOUR CHALLENGE QUESTION

A "How might we..." challenge question, developed from your user interviews, anchors your brainstorming to a common goal.

3 BRAINSTORM!

Use the tips below to create many ideas for addressing your challenge statement.

4 DISCUSS & REFLECT

What ideas are exciting? How can you iterate further?

Brainstorming Tips

Go for quantity

Quickly create as **many** ideas as possible

Encourage wild ideas

Push yourself to find **radical, out-of-the box** solutions

Be visual

Show (don't tell) using **drawings and diagrams**

Build on the ideas of others

Defer judgement

Don't be a naysayer— assume that you'll find a way to make ideas work

One conversation at a time

When brainstorming with others, don't talk over one-another

Stay focused on the topic

Cluster & synthesize

Organizing your ideas helps spark inspiration and bring common themes to light