



BRAINSTORMING (DDN2-J13)

DESCRIPTION

Brainstorming is a group activity where participants verbally generate and share ideas as soon as they come up with them, without restrictions or evaluation. At the end of the activity, ideas are categorized and ranked for a follow-up.

Brainwriting is a written form of brainstorming where participants write as many ideas and then pass them around so that the participants add their ideas.

WHEN TO USE

At the ideation and conceptualization stage of the design process.



PAIRS WELL WITH

- How to Compose a How Might We Question (DDN2-J15)

PURPOSE

Use this job aid to generate as many ideas as possible in response to a How Might We (HMW) question or a related problem statement.

DESIRED OUTCOME

Many ideas to evaluate and develop further at later stages of the design process.



HOW TO USE

	Brainstorming	Brainwriting
Duration	Preparation: Up to 5 minutes Activity: 5 to 15 minutes plus discussion time	Preparation: Up to 5 minutes Activity: 5 to 25 minutes plus discussion time
Requirements	In person: One whiteboard or large sheet of paper with a pen, and enough space for everyone to stand or sit comfortably Virtual: A collaborative digital whiteboard tool such as Miro or Mural, or mind-mapping software	In person: Paper and pens for all participants, enough space for them to stand or sit comfortably and perhaps move around a little, one long wall where all the output can be displayed, and sticky tape Virtual: A collaborative digital whiteboard tool such as Miro or Mural
Energy level	Medium to high	Low and thoughtful
Facilitators	1 facilitator and 1 scribe	1 or more facilitators
Participants	3 to 30	Anywhere from 3 to several hundred



Steps

1. Provide any background information the group needs for this task.
2. Remind the group to:
 - refrain from criticism
 - be open to wild and unusual ideas
 - focus on quantity over quality
 - build on the ideas of others
3. Display the HMW question.
4. Brainstorming: Participants shout out their ideas for the notetaker to write down. Brainwriting: Everyone writes their own initial ideas then passes their ideas to others to add to them. There are usually several rounds. After these rounds, a facilitator displays all written ideas.
5. Discuss the ideas on display and sort them into groups.

