

# 5 IDEAS OVERLOAD





# 01 RAPID-FIRE BRAINSTORMING

Now that you have a How Might We (HMW) question from **Activity Sheet #4 Know Your Users**, you are ready to brainstorm!  
*15 minutes*

**We're about to do what we call *Divergent Thinking* - we're looking for quantity over quality of ideas at this stage!**

## **Before you begin, here's what you need:**

- Your team's HMW question written somewhere large and visible for everyone to see (e.g. on the board, chart paper on the wall)
- A stack of sticky notes per person
- Markers
- Timer
- Teacher or team member as a facilitator (optional but recommended)

## **Individual Brainstorming**

- In short bursts, each team member is going to brainstorm as many solutions as possible that would address the team's HMW question
- This is to be done individually - no talking! Each person is encouraged to find a comfortable spot to sit and brainstorm on their own.
- How to run each round of brainstorming:
  - Set your timer to 5 minutes, and start when everyone's ready
  - Make sure everyone is only writing down ONE idea per sticky note
  - Write or draw your idea, use as few words as possible, enough to convey your idea
  - Place your sticky notes in front of you
  - Once the first round is over, take a break, and run a 2nd round of brainstorming with 3 minutes
  - Repeat the same steps for a 3rd round with 2 minutes

**(See next page)**



# 01 **RAPID-FIRE BRAINSTORMING (CONT'D)**

## Tips for Brainstorming

- Don't sweat the details or get caught up with an idea. Write down the main point and move on!
- Keep an open mind and don't second-guess yourself. No idea is too wild or silly at this point!

## The Facilitator's Role

- Helps keep track of time in each round of brainstorming, and calls out the remaining time (e.g. at the 1-minute and 30-second marks)
- Enforces silence in the room during the brainstorming process - it's important to allow each team member to brainstorm on their own
- Periodically provides prompts (see below) in the 2nd and 3rd rounds to help get more ideas out

## Prompts

- Remind the team that they are designing for their persona - think about their story, what they like/dislike, what they do/don't do on a typical day
- Encourage the team to think about different extremes:
  - Seasons: summer / winter
  - Time: day / night
  - Cost: \$10 / \$1000
  - Size: alone / a few friends / a large group of people
  - Senses: sight, sound, smell, taste, touch
  - Type of solution: product / service / space



# 02 SHARE YOUR IDEAS

Once your team has completed 3 rounds of rapid brainstorming, take time to share all the ideas with everyone. *30-45 minutes*

## **Gather and share the fruits of your labour!**

### **Group Sharing**

- In groups of 4, take turns sharing your ideas. Briefly explain them if necessary.
- Encourage team members to listen and only ask questions for clarification
- Do not make comments or judgments during this time.

### **Organize Your Ideas**

By now your group(s) should have many sticky notes lying around. It's very important to keep them organized for the next activity sheet.

- Stack the sticky notes together where the ideas are identical
- Cluster similar ideas together but keep each one visible
- Give each cluster of ideas a general name for description
- Assign one person per group to record these ideas on a Google Doc (or on paper, but don't lose it!)
- Take photos of the sticky notes as a backup record of the ideas



# 03 SUBMISSION

Submit the following items to your school chapter folder on Google Drive:

1. **Create a new subfolder and name it "Activity 5"**
2. **Upload the following items in the subfolder:**
  - Photo(s) of all ideas in clusters from *Section 02 Share Your Ideas*. Make sure each sticky note is legible.
  - List of all ideas categorized in their clusters in a Google Doc/ written document