PHASE 2 DESIGN & TEST

Brainstorming Template

Effort ●●●○○

Objective
To come up with an exciting set of prioritized ideas for prototyping.

Time needed
2–3 hours

Participants
Design and research team, partners and stakeholders, individuals you are designing for

How to use this tool
Brainstorming is an effective strategy to generate a multitude of ideas aimed at addressing specific challenges. During this time there are no right or wrong answers, nothing too big or too small. Your imagination is your best friend here. Use the process here to help you guide your team in a brainstorming session.

1. **Brainstorm as many ideas as possible**. You can go through multiple rounds of brainstorming to push you and your team to think of more ideas.
   a. Round one: In few minutes, think as much ideas as possible, first thing that comes to your mind. One idea per post-it.
   b. Round two: Take a few more minutes to challenge yourself to think of new, innovative, out of the box ideas.
2. **Cluster your ideas.** Cluster ideas according to affinity or similarities.
3. **Identify the themes.** Name the clusters according to their themes.
4. **Prioritize the themes.** These themes should be representative of what the HMW question is trying to solve.
5. **Mix, match, and merge.** Review the ideas. There might be repeated ones, maybe match or merge ideas from other clusters to complement them of make them stronger.
6. **Prioritize ideas to prototype.** Use the matrix to choose and think about relevance for the HMW question and how exciting they seem to be to explore.

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PHASE 2: DESIGN & TEST | **BRAINSTORMING TEMPLATE**

DESIGN CHALLENGE | *What is your "How Might We" question?*

1. ROUND 1: *Top of mind ideas*

In few minutes, think as much ideas as possible, first thing that comes to your mind. ONE IDEA PER POST-IT.

2. ROUND 2: *Out of the box ideas*

In few minutes, challenge yourself to think of new, innovative, out of the box ideas. ONE IDEA PER POST-IT.

3. ROUND 3: *Identify patterns*

Cluster ideas according to affinity or similarities.

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DESIGN CHALLENGE   *What is your "How Might We" question?*

4. IDENTIFY THEMES

Name the clusters according to their themes

5. PRIORITIZE THEMES

These themes should be representative of what the HMW question is trying to solve

6. MIX, MATCH and MERGE

Review the ideas: There might be repeated ones; maybe match or merge ideas from other clusters to complement them or make them stronger