

Choose Idea

Select an undeveloped idea to explore more. This might be an idea that only solves part of the problem, or a crazy idea that you want to use in a practical way.

Create A Title

Create a title to encapsulate the idea you are brainstorming around.

Ideate

Brainstorm new ideas around this idea. In what way do you want to explore this idea? What are you hoping to be the outcome of this brainstorm? Try giving people a chance to brainstorm silently on their own before you open the session up to a group discussion. Use the Ideation worksheet at this point to help manage your brainstorm.

Exploring An Idea Project

Title:

New Thoughts
Explore and build upon the original idea in the surrounding space.

Place original idea here.

Version Control Iteration #: Date: Author:

Why

use this worksheet to expand on a specific idea, rather than around a certain topic or prompt. This is useful when you have already complete a brainstorm, and have high level concepts that you want to hash out in more detail, want to figure out how to integrate a concept into a larger solution, or want to use a wild concept in a meaningful way.

Tips

Determine the goal of your exploration to better guide the brainstorm.

Do an exercise following this that helps you sort these ideas.

What came before?

Ideation
Decision Matrix
Ideation Affinity Group
Dot Voting

What's next?

Wireframing Page
Storyboard
Skit

Decision Matrix
Dot Voting
Affinity Map

Title:

New Thoughts

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