

## State Topic

This is what you want to brainstorm, and what you want to get out of the brainstorm. What will be the result if your brainstorm yields a good idea? Generally these topics start with the phrase, "How might we..."

## Brainstorm

This is the divergent phase of your brainstorming process. Generate as many concepts as you can on a whiteboard and put them here. Generally, it is a good idea to allow individuals to ideate silently on their own before opening up the brainstorm to a group discussion. The discussion will allow you to explore these ideas and add any new ideas the group comes up with. Use other worksheets such as Object Integration, Relaxed Constraints, and Exploring an Idea during this phase for exercises to help ideation.

## Converge

Narrow down your ideas to a couple of your best. Don't throw out the other ideas, and don't neglect wild ideas. Use other worksheets during this phase such as Affinity Maps, Dot Voting, Decision Matrix, etc to help you select ideas.

## Why

Even if you think you know the best solution right off the bat, generating a huge number of alternatives can help you explore and improve upon other ideas. This exercise is useless without the second half, be sure to select a few ideas to test, and not just leave the brainstorm with 100+ ideas you aren't going to follow up on.

## What came before?

Persona  
 Research Affinity Group  
 Opportunity Identifier

## What's next?

Mood Board  
 Exploring an Idea  
 Dot Voting  
 Decision Matrix  
 Skit  
 Storyboard  
 Prototype Analysis

<b>Ideation</b>	Project
<b>Topic</b> How might we...	
<b>Ideas</b> Ideate on a whiteboard with stickies and store them here.	
<b>Favorite Ideas</b>	
<b>Version Control</b>	Iteration #: <input type="text"/> Date: <input type="text"/> Author: <input type="text"/>

## Tips

In the divergent phase, go for quantity, not quality.

Be visual and make sure everyone can access stickies and the whiteboard.

Don't judge ideas yet. Critical feedback is important, but do it in a constructive way.

Encourage wild ideas, they may help you in unexpected ways.

Combine ideas. It is rare one person will come up with the perfect solution on their own.

Bring in a member who doesn't know much about the project to add a twist.

Allow time for individual ideation first.

## Topic

How might we...

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## Ideas

Ideate on a whiteboard with stickies and store them here.

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## Favorite Ideas