



Brainstorming:

Brainstorming combines a relaxed, informal approach to problem solving with lateral thinking. It encourages people to come up with thoughts and ideas that can, at first, seem a bit crazy. Some of these ideas can be crafted into original, creative solutions to a problem, while others can spark even more ideas. This helps to get people unstuck by "jolting" them out of their normal ways of thinking.

Therefore, during brainstorming sessions, people should avoid criticizing or rewarding ideas. You're trying to open up possibilities and break down incorrect assumptions about the problem's limits. Judgment and analysis at this stage stunts idea generation and limit creativity.

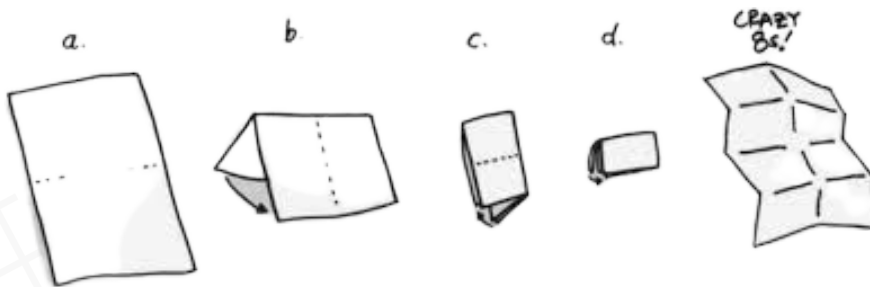
<https://www.mindtools.com/brainstm.html>



Crazy 8's - Instructions

Crazy 8's is a core Design Sprint method. It is a fast sketching exercise that challenges people to sketch eight distinct ideas in eight minutes. The goal is to push beyond your first idea, frequently the least innovative, and to generate a wide variety of ideas.

Step 1 Fold: Each member folds a piece of paper in half 3 times. Then unfolds the paper to have 8 equal rectangles.



Step 2 Brainstorm: Individually, each team member sketches one **problem to be solved** in each rectangle adding a few words, doing their best to fill all sections in eight minutes.

Step 3 Group: Group the different problem ideas that are similar together.

Step 4 Expand: Now you have seen what the others in the group have done, redo the exercise as a group. As a fun extension in the final two blocks fill them out as if you were Elon Musk or a NASA scientists.

