



## Brainstorming:

Now we have done some analyses of the chosen scenario we now need to do some ideation to develop some different ideas for **problems that we might like to solve**. We are going to describe two different 'Brainstorming' techniques that your team can use to generate ideas. We recommend you watch the 'Brainstorming' video from Ian Preston prior to undertaking this task. Choose the best method to use for your team.

## Method 1: Space Saturate and Group

**Step 1 Brainstorm:** Each member of the team has a set of post it notes. On the post it notes they write down or draw pictures of different **problems** that they might like to solve in a 5 - 10 minute period.

**Step 2 Space Saturate:** The team saturates a wall space, desk, whiteboard, etc. with the post-it's notes with lots of **problems** to be solved.

**Step 3 Synthesize:** In order to synthesize the information, teams organise the post-it's into groups of ideas that are similar. By grouping these thoughts, you're able to identify key themes which will help you create meaningful decisions.

**Step 4 Rank:** Now as a team, respectfully rank the ideas by moving the most interesting Post-It's to the top of the board.



## Method 2: Crazy 8's

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.

