# Introduction to Brainstorming!

# Initial Stage of Group Project

1. Your groups have been divided randomly with mostly 4 members.
2. You may or may not know your group members.
3. While working on the in-class activities today, try to get to know each other as best as possible.
4. The more familiar you are with each other, the easier it will be to create a project that is enjoyable to work on.

What are we going to do today?

Help you **generate project ideas.**

# Deadlines

- **1A:** Proposal Brainstorm (**1 point**)
  - due **Tue., Aug. 30 @ 11:59 pm**
- **1B:** Project Proposal (**4 points**)
  - due **Fri., Sep. 2 @ 11:59 pm**

# Brainstorming Goal

- **Theme: Improve something out there**

# An example from IDEO:

https://www.youtube.com/watch?v=VvdJzeO9yN8

**THEME: IMPROVE SOMETHING OUT THERE**

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# For whom are your solutions for?

Moving on to

**Ideation!**

# IDEO'S BRAINSTORMING RULES

1. Defer judgement
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. One conversation at a time
6. Be visual
7. Go for quantity

# Resist

1. The urge to contradict
2. The urge to jump to solutions
3. The urge to get married to your idea

# EXERCISE 1: COMMUNITY (10 MINS + 5 MINS DISCUSS)

*Community is people who you are designing for, or your target audience.*

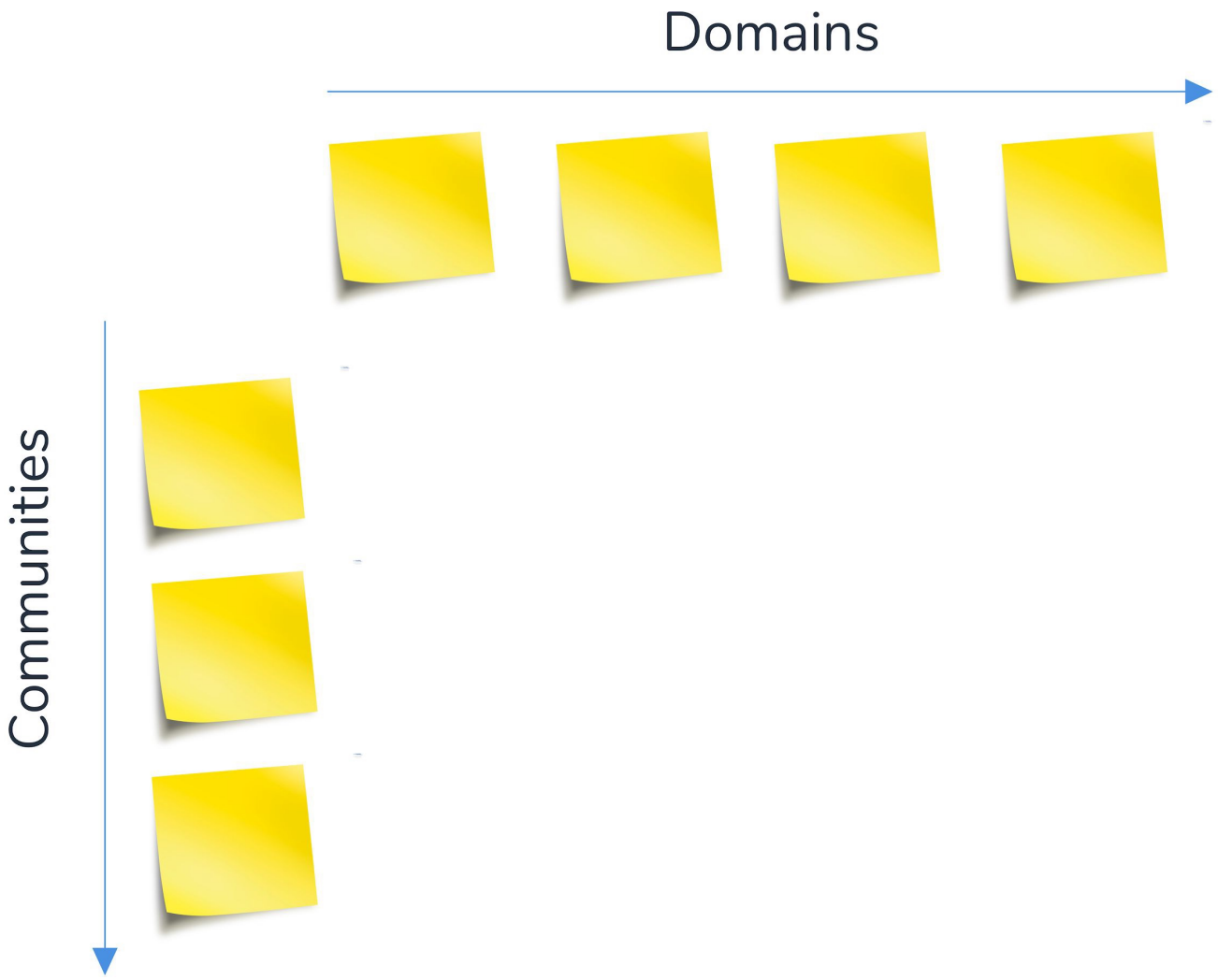
# EXERCISE 1: COMMUNITY (10 MINS + 5 MINS DISCUSS)

- Brainstorming as **many communities** as you can think of.
- **Write each community** as a list
- To identity a community, think about the groups of people that are **different from yourself**. *E.g.,* Minorities, Homeless, People with Disabilities, Elderly, Business Owners, Workers
- Remember: **Go Wild and Diverse!**

# Exercise 2: Domains (5 mins + 3 Mins Discuss)

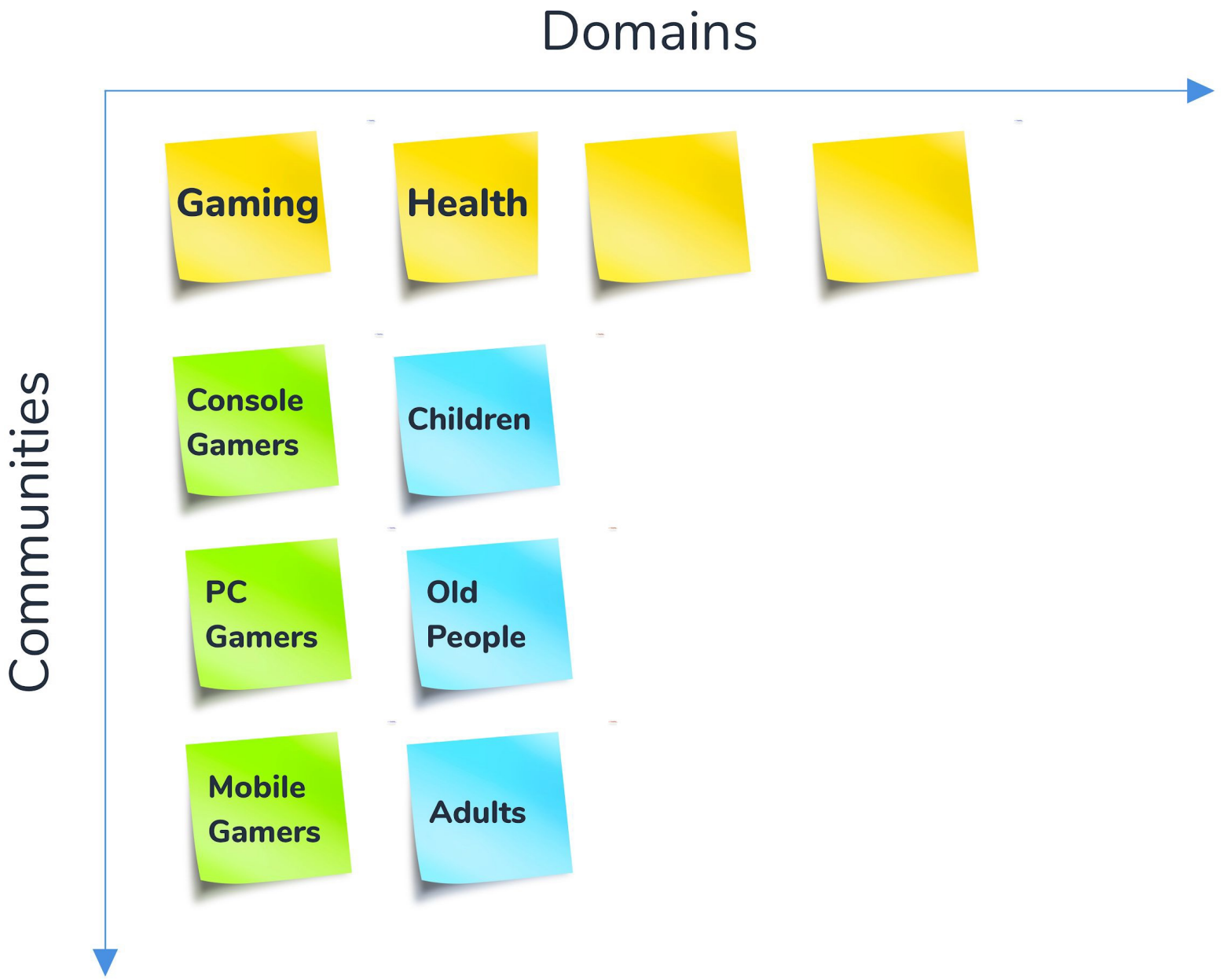
- Brainstorm and write few domains that you are interested in designing for.
- By domains, we mean what aspects of life can we investigate? *E.g.,* Driving, Education, Nutrition, Job
- As always, do not overthink, and **Go Wild!**

# Emergent Theme



# EXERCISE 3: COMMUNITY+DOMAIN (~20 MINS)

- Identify a problem or an opportunity for a domain of a community.
- Allow everyone in your group to expand on the problem.
- Make sure to be specific, yet not too specific.
- One way to help yourself identify a problem and goals is to ask "why?" *E.g., Why is this community not using Facebook? or, Why is social media overwhelming?*
- Remember: Do not think about solutions.
- **Minimum of 5 key/strong ideas**


Domains
Communities
Gaming
Health
Console Gamers
Children
PC Gamers
Old People
Mobile Gamers
Adults

# Assignment 1a: Project Brainstorming

- Save your sketches and/or list of ideas
- Each idea should be one single sentence.
- Each idea should identify the domain, problem, and goal.
- Ensure that ideas are significantly different, not small variations on the same idea.
- Save your ideas (assign a group member)
  - We will fine-tune them next class and pick the best one