



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 **Wed., Jan. 18 @ 11:59 pm**
- **1B: Project Proposal (4 points)**
 - due **Mon., Jan. 23 @ 11:59 pm**

Brainstorming Goal

- **Theme: Improve something out there**

An example from IDEO:

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





Travel

THEME: IMPROVE SOMETHING OUT THERE



Shopping

THEME: IMPROVE SOMETHING OUT THERE

A close-up photograph of a person's hands holding a black video game controller. The person is playing a game on a television screen in the background, which is out of focus. The room is dimly lit with blue and purple ambient lighting, likely from the game and other electronic devices. The word "Gaming" is overlaid in white text on the left side of the image.

Gaming

THEME: IMPROVE SOMETHING OUT THERE

A healthcare professional, likely a nurse or doctor, is shown from the chest down, wearing light blue scrubs. A silver stethoscope is draped around their neck. They are holding a white tablet computer with both hands, and their right index finger is touching the screen. The background is a blurred indoor setting, possibly a hospital or clinic, with warm lighting and bokeh effects from windows or lights.

Healthcare

THEME: IMPROVE SOMETHING OUT THERE



Working

THEME: IMPROVE SOMETHING OUT THERE

**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.

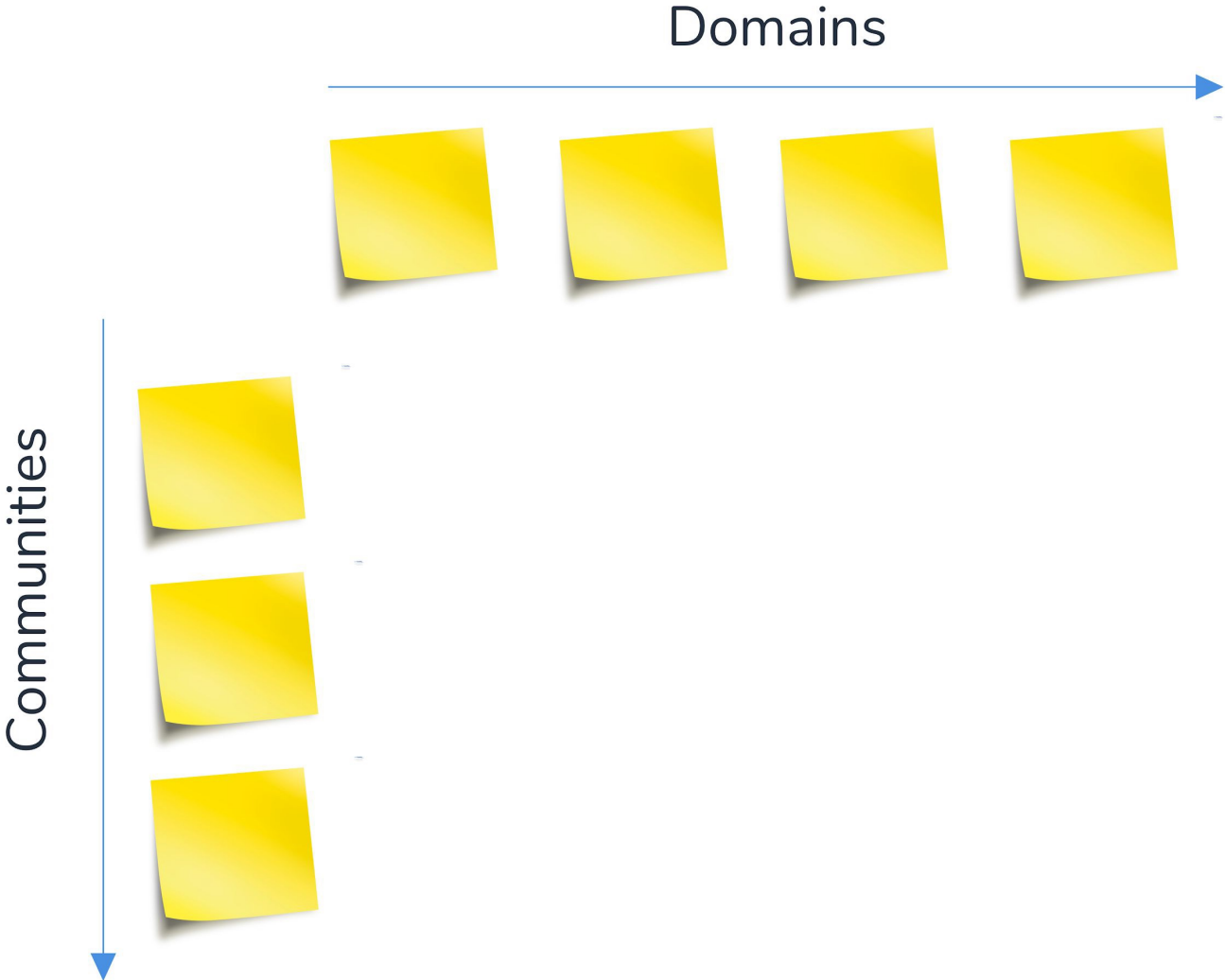
EXERCISE 1: COMMUNITY (10 MINS + 5 MINS DISCUSS)

- Brainstorming as **many communities** as you can think of.
- **Write each community** as a list
- To identify 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