

# Standard brainstorming

## Worksheet

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### Activity:

Generate as many ideas as you can in a limited period of time: the goal is quantity not quality. Do not discuss or argue about ideas, instead, suggest alternatives. First, choose the topic. Here, think about ways to improve working with maps on a phone, based on your interviews and introspection. Choose a *moderator*, who ensures that everyone participates, and a *scribe*, who records every idea. Spend 20 minutes generating the maximum

number of ideas possible. List *all* ideas, including “stupid” ones. If you get stuck, use the ‘opposites technique to stretch your imagination. Fill this sheet and another if possible.

When you are done, ask the scribe to re-read all the ideas out loud. Everyone should choose their three favorite ideas and mark them. When everyone has voted, look at the ones with two or more votes and begin there.

Brainstorming				
Group:			Project:	Date
Vote	Idea	List of ideas	Total votes	
	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			
	11			
	12			
	13			
	14			
	15			
	16			
	17			
	18			