

4a: Conceptualise Solutions

🏠 Brainstorm and Assess Concepts

With an extended team, quickly generate many possible solutions for each creative prompt. Identify 2-3 promising solutions per prompt.

4b: Design Quick Examples

🏠 Design Solutions

Make ideas concrete through initial outlines, models or rough sketches of ways to implement promising concepts.

4c: Prototype Designs with Users

🏠 Prototype Principles, Planning, and Evaluation

Take draft ideas into the field to test with, and get feedback from, users.

Final Output:

Tested Solutions

At the end of this phase, you have designs that respond to initial user research and have been tested with the user in their environment.

4a Tool #17

Brainstorm Concepts

Generate a large quantity of possible solutions to each of the prompts drawn from your Field Notes. To start, schedule an uninterrupted period of time and invite additional participants.

Rules of Brainstorming:

- Build off each others' ideas—do not be afraid to suggest alternatives or additions
- Aim for quantity over quality
- Turn off phones! Concentrate on the ideas for short, intense spurts
- Draw what you can—a picture is worth 1,000 words
- Go for ideal, wild ideas!
- Do not eliminate or critique ideas (save for the next step: Assess Concepts)

The process of generating a large volume of ideas (brainstorming) happens best in groups, with team members building off of one another.



Share User Stories and Scenarios

A great idea is driven by the collective expertise and knowledge available in the room. Immerse the room in the field research by sharing back user stories, photographs and quotes.



Diverge

When brainstorming solutions, always begin by going for quantity—large volumes of ideas that generate as much brainstormed material as possible, no matter the quality.



Converge

With a large volume of ideas on the table, coalesce around recurring themes—what “categories” of ideas are surfacing among us? You can also use voting dots (3 stickers each) to let participants select the concepts they find most compelling.

Hosting a Brainstorm

Facilitating a productive brainstorm can be challenging—too often, brainstorms become undisciplined conversations. To get the most out of a brainstorm, clearly communicate and enforce the rules (e.g. time).

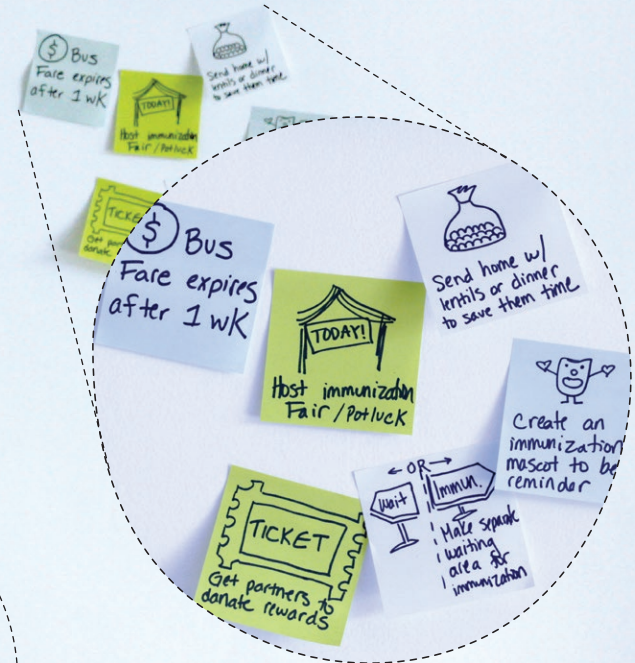
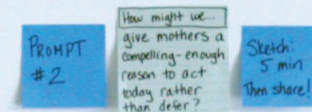
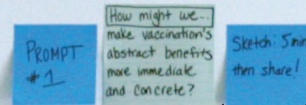
Divide the available time between each prompt, usually five minutes of generating ideas followed by five minutes of sharing ideas. Sometimes this is repeated for the same prompt so participants can improve upon each other's ideas.



Include evidence from the field — photographs and quotes — to make the problem more tangible



Separate prompts and brainstorm ideas around each separately



Alternate activities between individual sketching, partner collaborating, and group sharing



Materials matter: have plenty of stick notes, notepads, and pens

Place a few "wild" example ideas to encourage creative thinking