

I WANT TO BRAINSTORM IDEAS

This guide will help you to brainstorm effectively with the support of the different elements of the Toolkit



STARTING POINT: THE PROJECT BRIEF

The product brief is like the blueprint of your project. It is a document that summarizes objectives, goals and key product requirements

Canvas



You can use the "SUM UP YOUR SMART-PRODUCT IDEA CANVAS" as a base to list your key requirements. Fill it in with Post-its to reflect and define a brief (e.g. *define user needs, product features ...*)

It is important that the brief key points are shared and agreed on -by clients and by the project team- in order to ensure that everyone has the same vision, goals and objectives.

0. BRAINSTORMING RULES



Quantity over quality: write down all the ideas and encourage wild ideas



Don't criticize ideas, build over existing ideas, mix and fuse them

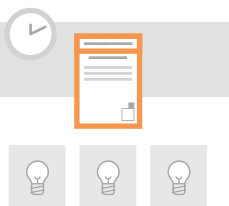


Do timed brainstorming sessions to stay focused on the topic

1. EXAMPLE BRAINSTORMING ACTIVITIES WITH THE TOOLKIT AND DECK CARDS

ACTIVITY: THEMATIC SESSION

Focus for on one area (eg. *technology*) to select specific cards as priorities. Brainstorm on each card for a few minutes. Note down all ideas and solutions



ACTIVITY: SHARED PRIORITIES

Alone, each member of the group picks 1-3 cards that considers relevant for the project. Give those cards to another group member. Brainstorm by yourself for 10-15 min, then share the results



ACTIVITY: LOTUS

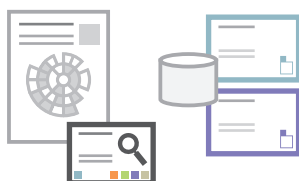
Sort the cards with your team and select some relevant points (e.g. 5 cards). Place them on the table and brainstorm together, focusing on how these cards may be mixed and linked, to generate ideas



ACTIVITY: CASE STUDY-BASED SESSIONS

Activity A. Analyze a case study with the Analysis cards. Follow the suggested cards in the deck and brainstorm.

Activity B. If you are re-designing an object explore the deck and try to select 2-5 cards with features that the existing product doesn't have. Brainstorm



ACTIVITY: RANDOM MIX

To encourage wild ideas, pick 1 random card for each category and brainstorm on the mix



ACTIVITY: RANDOM SESSION

Set a timer for 5/10 minutes. Pick random cards and generate ideas

