Brainstorming

Content derived from Dix, Finlay, Abowd, Beale [http://www.hcibook.com/](http://www.hcibook.com/)

Wednesday, January 19, 2011
Brainstorming

- It is a part of participatory design

- General goal:
  - Include stakeholders in creating:
    - a new future
    - a new innovation
    - a way to solve a problem

- Latent assumptions and structure emerge
Leading/Participating in brainstorming is a skill

Ground rules:
• Explain why you are brainstorming
• Wild ideas are great
• Combine and extend ideas
• One conversation at a time
• Focus on quantity, not quality
  • Speed, speed, speed
• Manage criticism
  • No negative feedback
Brainstorming

- Change things up to get new input
  - Groups, Location
- Ideas need to be recorded
- Ideas need to be processed after the fact