User Interface
Software Projects

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Brainstorming


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• It is a part of participatory design
Design Process

- What is wanted?
- Analysis
- Design
- Prototyping
- Evaluation
- Implement and Deploy
Goals of Brainstorming
• Generating alternatives is a key principle in most design disciplines

• This should be encouraged in interaction design

• “The best way to get a good idea, is to get lots of ideas” - Linus Pauling
Brainstorming

- Brainstorming is used to
  - generate ideas
  - refine ideas
  - develop ideas
- “Brainstorming is used when you're searching for ideas and discovering possibilities that may be found in problems.”
- General goal:
  - Include stake holders in creating:
    - a new future
    - a new innovation
    - a way to solve a problem

http://dudye.com/5-effective-brainstorming-exercises
Leading/Participating in brainstorming is a skill that must be learned.
Brainstorming (Kelley 2004, Robertson and Robertson 2006)

- When brainstorming, DO
  - Sharpen the focus
    - have a well-honed problem statement
  - Have playful rules
    - to encourage ideas
  - Get physical
    - use visual props
  - Have a wide range of participants involved
  - Build on other ideas
  - Use catalysts to restart the flow of ideas
  - Keep records
  - Use warm-up exercises
Brainstorming (Kelley 2004)

- When brainstorming, DON’T
  - Do it off-site
  - Worry about writing everything down
  - Criticize ideas
  - Criticize yourself or others
  - Debate ideas
  - Ban silly stuff
    - unconventional ideas can start there
Brainstorming

- Use brainstorming to combine and extend ideas, not just to harvest ideas.
- Don't bother if people live in fear.
- Do individual brainstorming before and after group sessions.
- Brainstorming sessions are worthless unless they are woven with other work practices.
- Brainstorming requires skill and experience both to do and, especially, to facilitate.
- A good brainstorming session is competitive—in the right way.
- Use brainstorming sessions for more than just generating good ideas.
- Follow the rules, or don't call it a brainstorm.

http://www.businessweek.com/innovate/content/jul2006/id20060726_517774.htm
Brainstorming

- 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