

Brainstorming and concept development

TDDD75

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Brainstorming

- What is it good for?
- Inclusion – but how?

Brainstorming

- Trigger questions
- What is a good stimulus?
- Material precondition of participation and creation

Brainstorming

- Suggestions:
 - Catalyzing quotes and stories
 - Question your assumptions
 - Explore the extremes
 - Change who does what
 - Explore technology or trend
 - Pretend to be somebody else
 - Back-casting

Brainstorming

- What if...
 - You had no staff?
 - You had no end-customer?
 - Customer could customize every detail of the system?
 - Your customer were among the 1% richest in the world?
 - AI handled everything...

Concept development

- Making sense of the ideas
- Quantity important early in the process
- Don't be too quick to discard ideas that seem unrealistic – might lead to something in the end
- Concepts are often combinations of the best parts of different ideas
- Process that can be followed in the book and methods can be found online.

Exercise

- Prepare triggers
 - What if?
 - 10 mins
- Prepare 1 person in each group to facilitate another group in brainstorming session.
 - 10 mins
- Conduct brainstorming session with another group.

Exercise

- Return to the group and share insights.
- As the facilitator reads the ideas, the rest of the group silently sketch ideas that are triggered by the introduced ideas.
- Aim for 9:50

- Collect the ideas
- More brainstorming?
- Then – concept generation.

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