Brainstorming

Setup

- Name a facilitator
- Write down clearly - what are you brainstorming?
- Get energized!

Rules

- Defer judgment
- Encourage wild ideas
- One conversation at a time
- Headline
- Volume
- Build on the ideas of others
- Be visual
- Stay on topic

Jumpstarting

- Play with constraints, explore extremes
  
  *What if it had to be... (think size, cost, time, low/high tech, etc.)*

- Think from another perspective
  
  *(How would... a child ---? an extreme user? a specific persona? Etc. )*  

- Refine the How-Might-We statement
- Play with combinations
- Focus on a different link in the value chain
- Use contra-logic *(what if it were...the opposite of dominant logic? p108)*