
EXPERIENCE ORIENTATION

Brainstorming

A free-thinking method to generate ideas

0. Name of the phase

Experience Orientation - Ideation

1. Name of the tool

Brainstorming

2. Duration

15 min. to 1 hour (*this depends on the problem's complexity*)

3. Materials used

- A whiteboard that can also be virtual, a chalk board or another surface to attach and write ideas on Sticky notes
- Markers of different colors

4. What is this tool and what is its purpose and benefit?

Brainstorming is a method to generate plenty of ideas freely without judgement to any potential issue, for example from how to solve a technical problem to development challenges or students' challenges. During brainstorming a large number of ideas are generated, from which the most promising ones are selected for further development. Ideas from any background are welcome. Brainstorming is typically a group working method.

5. Steps how to use this tool in practice

1. Set the goal for your brainstorming session, plan it and invite people whose input is relevant to the case. Prepare the session, such as the room, sticky notes, boards for idea selection, and other materials, for example, pillows to sit on.
 2. Start the brainstorming session by presenting the issue ideas are generated for, what will happen at the event, and what is expected from the participants.
 3. Start the idea generation, and brainstorming, for the selected topic. The participants should generate ideas together freely without judgment. Put emphasis on quantity. There are no good or bad ideas, just potential ideas that can later also be merged. Wild ideas can be included, and ideas can also be built on those of others. The participants can freely, yet respect each other, speak out their ideas. Write the ideas people generate on the whiteboard or sticky notes. The advantage of sticky notes is that they can be easily moved around at a later stage of the process. Encourage ideas if people feel shy or stuck.
 4. Once saturated, have a break during which you, as the moderator, group ideas by similarity.
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Discuss together, as a group, about the generated ideas, and choose the most relevant ones for development. Make a document of these, which can also be a photo, to be distributed to the participants. Save the ideas that have not been selected as those might be needed later.

6. Tips and hints for using this tool

To create a better free-thinking environment, participants should be informed that no one should be negative about any idea. Try to create the atmosphere as positive as possible
