



## Conducting a brainstorm

Exciting a brainstorm isn't unique to holding a product we've brainstormed. Great brainstorming sessions are great for any project. They're a great way to think through simple guidelines and an open and collaborative environment. They're also a great way to get ideas for a new project and want to hit the ground running with your ideas.



### 1 Before you collaborate

Answer a few preparation questions before you start your brainstorm. This helps you get the most out of your session.

- 1. **Define your goal.** What do you want to achieve? Be specific. Write down your goal and the key objectives you want to achieve.
- 2. **Choose your participants.** Who should be involved in your brainstorm? Choose people who have knowledge and experience in the area you're brainstorming.
- 3. **Set a time and place.** Choose a time and place for your brainstorm. Make sure everyone has enough time and a quiet space to think.
- 4. **Prepare your materials.** Get ready with sticky notes, markers, and a whiteboard or flipchart.
- 5. **Set the ground rules.** Establish some ground rules for your brainstorm. For example, everyone should have a chance to speak, and there should be no criticism of ideas.

### 2 Choose your best "How Might We" Questions

Share the top 5 "How Might We" questions that you created with your team. Discuss each question and choose the one that resonates most with your team. This is the question you'll use to guide your brainstorming session.

1. How might we make it easier for users to find what they need?

2. How might we help users learn more about our product?

3. How might we make it easier for users to share their ideas?

4. How might we help users connect with others who are interested in our product?

5. How might we make it easier for users to get help when they need it?

### 3 Brainstorm solo

Have each participant begin to think about the question you've chosen. Give them 10 minutes to think about the question and write down any ideas that come to mind. This is a great time to think about the question and write down any ideas that come to mind.

Participant 1: [Idea]

Participant 2: [Idea]

Participant 3: [Idea]

Participant 4: [Idea]

Participant 5: [Idea]

Participant 6: [Idea]

Participant 7: [Idea]

Participant 8: [Idea]

### 4 Brainstorm as a group

Have everyone move their ideas into the "group brainstorm" column. This is a great time to think about the question and write down any ideas that come to mind. This is a great time to think about the question and write down any ideas that come to mind.



### 5 Decide your focus

Give each person 10 minutes to vote on which idea they like best. This is a great time to think about the question and write down any ideas that come to mind. This is a great time to think about the question and write down any ideas that come to mind.

Participant 1: [Idea]

Participant 2: [Idea]

Participant 3: [Idea]

Participant 4: [Idea]

Participant 5: [Idea]

Participant 6: [Idea]

Participant 7: [Idea]

Participant 8: [Idea]

### 6 After you collaborate

After your brainstorming session, take time to discuss the ideas you've generated. This is a great time to think about the question and write down any ideas that come to mind. This is a great time to think about the question and write down any ideas that come to mind.

**Quick actions**

- 1. **Share your ideas.** Share your ideas with your team and get feedback.
- 2. **Vote on your ideas.** Give each idea a vote and choose the best one.
- 3. **Develop your ideas.** Take time to develop the best ideas into a plan.

