Brainstorming

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Programmed thinking is using a structured or logical framework to create a product, system or service.

- General project management, information design, and quantitative and morphological analysis all represent programmed thinking.

Lateral thinking is about jumping outside of traditional patterns that we use to solve problems.

- Brainstorming is different from the structural process that we often use on projects.

Both methods have a time and place in our toolkit when used correctly.
Successful Brainstorming Requires

- Ground rules
- Avoiding background conversations
- Listening
- Leaving personal biases behind
- Deferring judgment
- Quantity more important than quality early in the process
- A facilitator
- A place to record ideas
- Knowing what will happen with the ideas (a goal)
- Being able to develop others’ ideas
Questions/Discussion