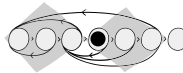


Project:  
Team:  
Version & Date:



# BRAINSTORMING



Lewrick / Link / Leifer  
The Design Thinking Toolbox  
978-1-119-62919-1

**Brief instructions:** Start with an open brainstorming session - preferably based on a HMW question. Before brainstorming, reflect on the most important brainstorming rules so that everyone knows the rules of the game.

More tips & tricks for this template on book page: 151

## Brainstorming rules

Note the brainstorming rules

#1 Creative confidence



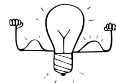
#2 Quantity before quality



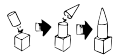
#3 Visualize ideas



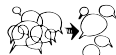
#4 Use gestures



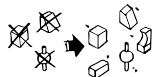
#5 Build on the ideas of others



#6 One person speaks at the time



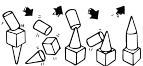
#7 No prejudices



#8 Continue to brainstorm



#9 Fail often and early



## Brainstorming session

Carry out brainstorming appropriate to the current goal achievement.



"How might we..."

## Clusters

Cluster now the found ideas



# 3

## Findings

Record your findings and planned next steps.



# 2

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