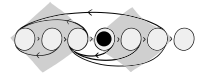


Project:
Team:
Version & Date:

SPECIAL BRAINSTORMING



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



Quick guide: *Special Brainstorming techniques* are suitable as an alternative to the traditional brainstorming approach. They are particularly helpful if a group is unable to make progress in finding ideas or if similar ideas are repeatedly generated.

More tips & tricks for this template on book page: 167

1 Problem/HMW question

Reflect with the team again the problem/challenge, and/or the current How might we...-question



Creative techniques

Perform one or more of the following creativity techniques.

e.g. Negative brainstorming

Negative brainstorming combines the classical brainstorming approach with the so-called reverse method.

e.g. Figuring storming

It is often easier to put yourself in the shoes of a particular person and look at a situation from their perspective in order to solve a problem.

e.g. Bodystorming

Bodystorming goes one step further by physically putting the test subjects in a certain situation.

2

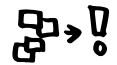
Clusters

Cluster the gained ideas.



Findings

Make a note of the findings.



3

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