Let’s Brainstorm!

Everyone has their own Post-Its and Sharpie

Write each idea on a Post-It

Put the Post-It on the wall and announce the “headline” of the idea

Fast, but one at a time!

Remember to use “Yes, and…”
Getting Unstuck
TAKEAWAYS

Generating ideas is a skill.
Practice helps.
Key outcome: getting actionable insights
To design your best and most interesting outcome, you want all your ideas.

“You need some wild ideas to get to the really innovative ones”  David Kelley
Affinity Mapping
Dot Voting

Most likely to have a positive impact

Most delightful

Biggest breakthrough
Prototype
Real World Examples
The ABD’s of Prototyping

Consider the following suggestions for realizing your idea (or a part of it):

1. role play / act out a skit
2. film a quick video
3. build a scrappy physical artifact
4. sketch a storyboard or product details
“Testing is an opportunity to learn about your solution and your user.”
Design Thinking in Action

HOW MIGHT YOU...

continue to use design thinking to innovate GSG’s work and purpose?