


User Interface Software Project

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Brainstorming

Content derived from Dix, Finlay, Abowd, Beale <http://www.hcibook.com/>

Brainstorming

- It is a part of participatory design
- General goal:
 - Include stake holders in creating:
 - a new future
 - a new innovation
 - a way to solve a problem
- Latent assumptions and structure emerge



Brainstorming

- Leading/Participating in brainstorming is a skill
- Ground rules:
 - Explain why you are brainstorming
 - Wild ideas are great
 - Combine and extend ideas
 - One conversation at a time
 - Focus on quantity, not quality
 - Speed, speed, speed
 - Manage criticism
 - No negative feedback



Brainstorming

- Change things up to get new input
 - Groups, Location
- Ideas need to be recorded
- Ideas need to be processed after the fact

