DIGITAL SOCIAL IMPACT

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this document.
www.digitalsocialimpact.eu

Classic Brainstorm

Description

Brainstorming

Brainstorming is a classic idea generation technique and remains one of the most rapid and rewarding methods of generating lots of ideas within groups.

Course Configurator > Step 2: Deliver

Best used for

Ideation. Root Cause Analysis. Idea/solution validation.

Time to introduce this activity in lecture / Time to run this activity

15 min / 30 min

In the context of Digital Social Impact courses and learning activities

Brainstorming can be used throughout the entire development of digital social impact course development/implementation, but is particularly relevant at the beginning of a project, when students are researching their project challenge.

Main Target Group

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Students with partner / users

Potential tools for digitising this activity

Could be done via Mural, Padlet or Jamboard

Additional Resources

Classic Brainstorm approach as profiled by the University of Copenhagen

Collaborative Brainstorming with Padlet

Step by Step

1 In groups, have the students formulate their problem or project goal as a phrase starting with **â??How might we â?¦â?•,** e.g.: â??How might we improve the fundraising opportunities for this charity?â?•

2

Then present the brainstorming rules (Source: D.school, Stanford University):

Defer Judgement â?? Donâ??t judge your own ideas or those of others
Go for volume â?? 100 better than 10
One conversation at a time â?? focus
Encourage wild ideas â?? the crazier the better
Build on the ideas of others â?? leverage perspectives
Stay on topic â?? stick to the â??howâ?• problem
Be visual â?? communicate your ideas for teammates by sketching

3 Students should now begin by jotting ideas down on Post-its either in person or digitally via a tool like Padlet for example. Provide a time limit (5 minutes, for example), so they donâ??t over sensor themselves.

4 Repeat the brainstorming round a few times, but with a maximum of 45 minutes in total.

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