

Developing Innovative Ideas.

BRAINSTORMING

Brainstorming is a creative process for generating a range of ideas and concepts. Brainstorming involves simply listing all ideas put forward by a group in response to a given problem or question. The term 'brainstorm' was coined in 1939, by a team led by advertising executive Alex Osborn. According to Osborn, 'Brainstorm' meant using the brain to storm a creative problem and to do so 'in commando fashion, with each stormer audaciously attacking the same objective.'

In the brainstorming process, creativity is encouraged by not allowing ideas to be evaluated, questioned or discussed until everyone has run out of ideas. All ideas are considered legitimate and often the most far-fetched are some of the most fertile. Delivered well, brainstorming taps the human brain's capacity for lateral thinking and free association. Brainstorms can help answer specific questions like:

- What business opportunities face us, going forward?
- What issues are causing us a problem?
- What factors are constraining our performance?

To conduct a successful brainstorm:

- Make sure everyone understands and is satisfied with the central question before you commence the brainstorming process;
- Give everyone a few seconds to jot down a few ideas before getting started;
- Begin by going around the table or room, giving everyone a chance to voice their ideas or pass. After a few rounds, open the floor.
- More ideas are better. Encourage radical ideas and piggybacking.
- Suspend judgment of all ideas.
- Record exactly what is said. Clarify only after everyone is out of ideas.
- Don't stop until ideas become sparse. Allow for ideas that come in late, or at the last minute;
- Eliminate duplicates and ideas that aren't relevant to the topic.

A brainstorm starts with a clear question, and ends with a raw list of ideas. Some will be good, and some less so. After the idea session is complete you analyse the results with other quality improvement tools, like an Affinity Map – for example – which would enable you to sort the ideas generated.

BODYSTORMING

Bodystorming is an improvisational brainstorm based on interaction and movement with the body.

It is an interactive design method that is also sometimes referred to as 'experience prototyping'. Bodystorming utilises roll-playing acts by a design team who play out a specific scenario or situation. Bodystorming aims to do a quick test of the behaviour in a specific context and to gain a context for the situation. Bodystorming is most valuable to use to extract new ways of thinking and new information about a situation or scenario. The Bodystorming session can reveal ideas on how the situation can be modified or how the interaction can be designed to deliver improved outcomes. Another strength with Bodystorming is that it is fast, cheap and it is a method that can be used throughout the whole development process.

One of the reasons to use Bodystorming is that it reminds participants that interactions are human and physical and helps companies develop more empathy for their users. It also helps get design teams out of their seats, away from our computers, interacting with each other. To deliver a Bodystorming session;

STEP 1: Bring three to six members of the project team together, who are ready to think on their feet. If possible, identify a few users who are also prepared to participate. Bring the project team to the user's environment. If that's not practical, model the user's environment in a meeting room.

STEP 2: Assign each member of the project team to a role, interface, or "touchpoint" (that you might have identified previously in a journey map). If you are involving service users in the process, ask them to pretend to accomplish their goals as usual. Otherwise, assign a persona to each member of the product team who isn't serving as a touchpoint. If you anticipate people are going to be uncomfortable with this process, assign roles in advance or start with a basic script and build from there.

STEP 3: Role play the scenario. If appropriate, use props to role play how service users accomplish their goals. At relevant key points in the customer interaction with the scenario, encourage the interface to speak to users. For example, a touchpoint might say "Please complete the application form" and the user might respond "Where do I find this form"

STEP 4: Review the exercise as a team and document the opportunities/challenges that this exercise suggests.

Bodystorming is useful when you are designing devices for interior or exterior spaces. Bodystorming can be quite useful in understanding the experience of teams who work in close quarters like doctors and nurses in an operating room or the cooking staff in a restaurant. Bodystorming is a way to envision how people will interact with ubiquitous computing systems like smart homes and virtual meeting spaces.