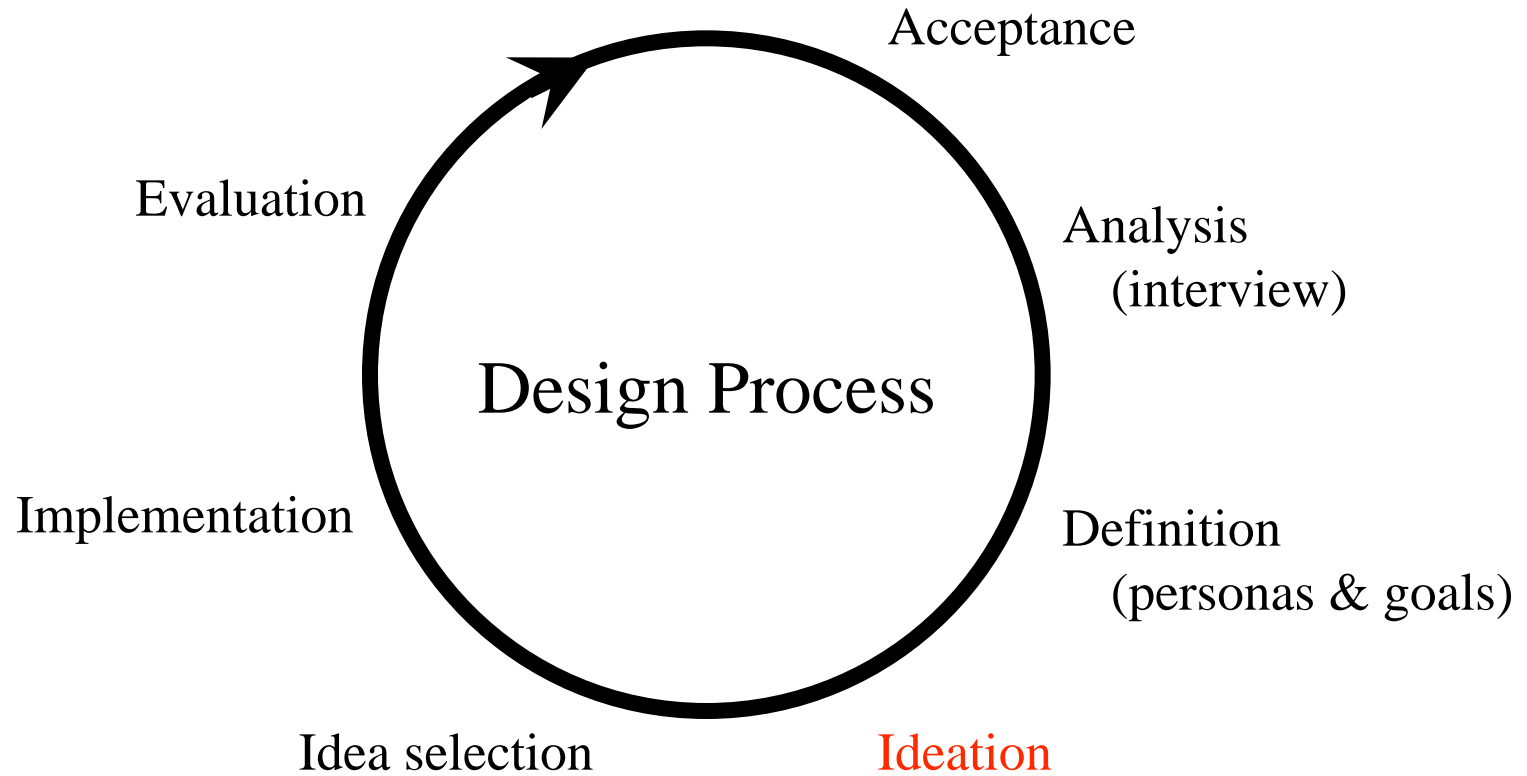


Questions?

- Homework #3?
- Project #1?

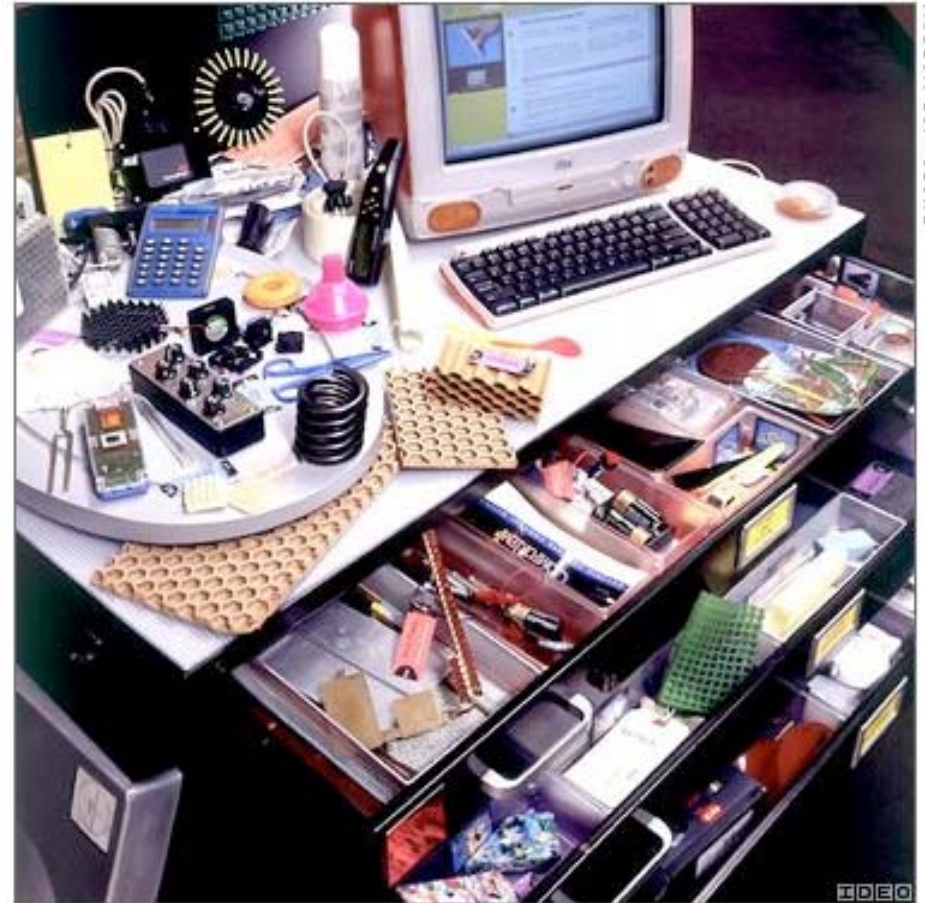
Today



Ideation

“The best way to get a good idea is to get a lot of ideas”

- Seed the brainstorm
- Get physical
- Follow the rules (IDEO)
 - One conversation at a time
 - Stay focus
 - Encourage wild ideas
 - Defer judgment
 - Build upon idea from others



Brainstorming exercises

- Step one
 - Demo in front of the class
- Step two:
 - 3 Brainstorming teams focus on a given area
- Step three
 - Final brainstorming to develop the most promising idea