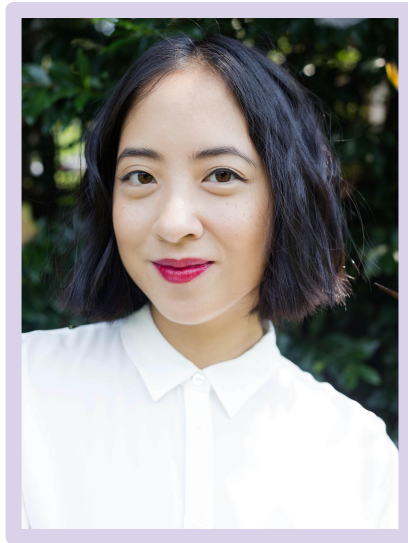




# Introduction to Brainstorming!



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# GET TO KNOW EACH OTHER

1. Grab a sticky note.
2. Put your name and major on it, and stick it on yourself.
3. While you're doing it, just introduce yourself to your neighbor and talk about why you want to take this class?
4. Keep socializing during today's session.

What are we going to do today?

Help you **generate project ideas.**

You have to upload your project ideas by

**Friday, April 5.**

# Brainstorming

## An example from IDEO:

<https://www.youtube.com/watch?v=VvdJzeO9yN8>







# Travel

**THEME: IMPROVE SOMETHING OUT THERE**



# Shopping

**THEME: IMPROVE SOMETHING OUT THERE**

A close-up photograph of a person's hands holding a black video game controller. The person is playing a game on a television screen in the background, which is out of focus. The room is dimly lit with blue and purple ambient lighting, including a glowing keyboard in the foreground. The word "Gaming" is overlaid in white text on the left side of the image.

# Gaming

**THEME: IMPROVE SOMETHING OUT THERE**

A close-up photograph of a healthcare professional wearing blue scrubs and a stethoscope. The professional is holding a tablet computer with both hands, and their right index finger is touching the screen. The background is a blurred indoor setting, likely a hospital or clinic, with warm lighting and bokeh effects from windows or lights.

# Healthcare

**THEME: IMPROVE SOMETHING OUT THERE**



# Working

THEME: IMPROVE SOMETHING OUT THERE

DESIGNING FOR DIVERSITY



Moving on to  
**Ideation!**

# TIME TO BRAINSTORM

1. Close your laptops!
2. Get into groups of 4
3. Today you'll generate **many ideas!**



**Go Wild!**



# IDEO'S BRAINSTORMING RULES

1. Defer judgement
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. One conversation at a time
6. Be visual
7. Go for quantity

# RESIST

1. The urge to contradict
2. The urge to jump to solutions
3. The urge to get married to your idea

## **EXERCISE 1: COMMUNITY** (5 MINS + 3 MINS DISCUSS)

*Community is people who you are designing for, or your target audience.*

# EXERCISE 1: COMMUNITY (5 MINS + 3 MINS DISCUSS)

- Remain in your group of 4
- Brainstorming as **many communities** as you can think of.
- **Write each community** on a separate sticky note.
- To identify a community, think about the groups of people that are **different from yourself**. E.g., Minorities, Homeless, People with Disabilities, Elderly, Business Owners, Workers
- Remember: **Go Wild and Diverse!**

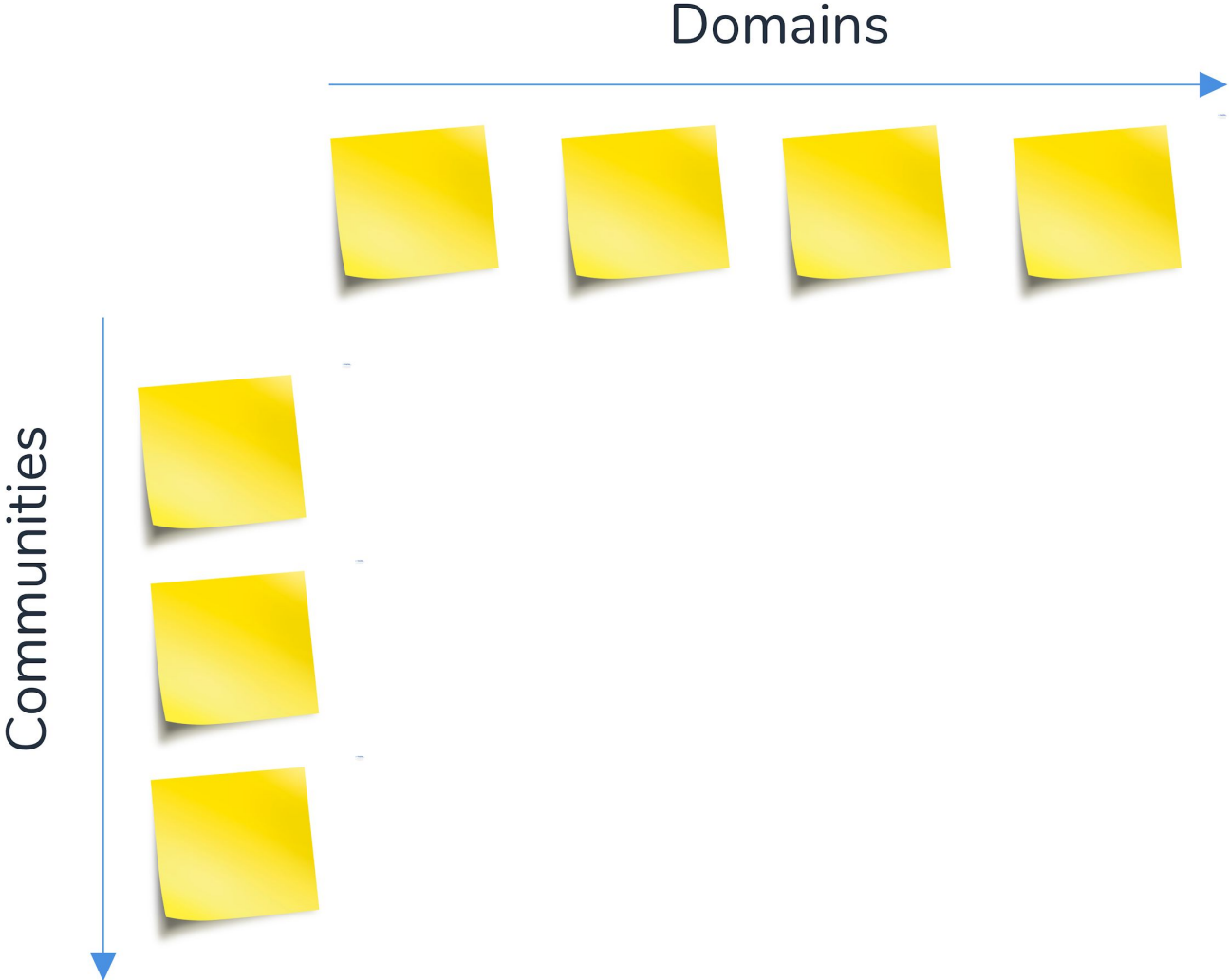


**Well Done!**

## EXERCISE 2: DOMAINS (5 MINS + 3 MINS DISCUSS)

- Shuffle to a new group of 4
- Brainstorm and write one domain per sticky note that you are interested in designing for.
- By domains, we mean what aspects of life can we investigate? E.g., Driving, Education, Nutrition, Job
- As always, do not overthink, and **Go Wild!**

# EMERGENT THEME





Congratulations!



## EXERCISE 3: COMMUNITY+DOMAIN (~20 MINS)

- Identify a problem or an opportunity for a domain of a community.
- Allow everyone in the section to walk up to the large post-it pads to add or expand on the problem.
- Make sure to be specific, yet not too specific.
- One way to help yourself identify a problem and goals is to ask “why?” E.g., *Why is this community not using Facebook?* or, *Why is social media overwhelming?*
- Remember: Do not think about solutions.

# Domains

Communities

Gaming

Health

Console Gamers

Children

PC Gamers

Old People

Mobile Gamers

Adults

# ASSIGNMENT 1A: PROJECT BRAINSTORMING

- Take a photo of your Post-It Board
- Upload three ideas individually.
- Each idea should be one single sentence.
- Each idea should identify the domain, problem, and goal.
- Ensure that ideas are significantly different, not small variations on the same idea.

# That's all folks!

Remember to take pictures of all large post-it pads for your Wednesday assignment.

For questions: [cse440-staff@cs.washington.edu](mailto:cse440-staff@cs.washington.edu)