LFE Medieninformatik ◆ Prof. Dr. Heinrich Hußmann (Dozent), Alexander De Luca, Gregor Broll, Max-Emanuel Maurer (supervisors)

Praktikum Entwicklung von Mediensystemen mit Android

Brainstorming Session

LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

Outline

- Brainstorming

- Team Project

Brainstorming
Creativity Techniques

- A semi-structured creative group activity

- Goal
  - ➢ Come up with new **ideas** for **innovation or improvement**
  - ➢ **Generate as many ideas as possible** (even if they are not always usable alternatives)

- Everyone is encouraged to put forward ideas about a problem and how it can be solved
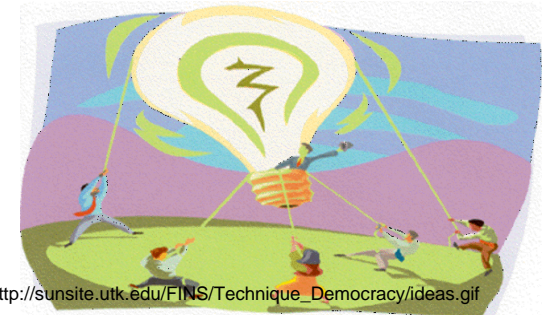

http://wheatfromchaff.net/blog/wp-content/uploads/2007/02/brainstorming.jpg

Kresba Dušan Blažek

Brainstorming

Creativity Techniques

- Rules for a successful brainstorm session

  - ➢ Participants should come up with **as many ideas as possible**
    - ▪ There are NO bad ideas

  - ➢ **No judgment** should be passed on any idea until the end of the session
    - ▪ No negative or positive judgment

  - ➢ Participants are encouraged to **build on each others' ideas**
    - ▪ Combine ideas
    - ▪ Take one idea in unexpected directions

http://sunsite.utk.edu/FINS/Technique_Democracy/ideas.gif

Brainstorming
Creativity Techniques

- Tips for Successful Brainstorm Session
  - ➢ Preparation
    - ▪ Identify precise **topic**
    - ▪ Use an experienced (prefer:external) **facilitator**
    - ▪ Document results: Make somebody **write** everything down
    - ▪ No more than 8-10 people in one session
      - o More participants: break into groups and combine later

  - ➢ Evaluate ideas in 2 steps
    - ▪ Step 1: Define the criteria
    - ▪ Step 2: Score the results on the criteria

  - ➢ At the end of the session
    - ▪ Discuss steps needed to implement ideas
    - ▪ If this is complicated, do another brainstorming session on how to implement ideas

Mobile Services for Students

- **NOW**
  - ➢ Create Project Ideas
  - ➢ Prepare Slides and Present your best Ideas

Timeline

Date	Topic/Activity
29.04.2010	Introduction and Overview of the Android Platform
06.05.2010	Implementing a User Interface
13.05.2010	*Christi Himmelfahrt*
20.05.2009	Storing, Retrieving and Exposing Data
27.05.2010	**Brainstorming, Application Design**
03.06.2010	*Fronleichnam*
10.06.2010	**Project Presentation**
29.07.2010	**Final Presentation, End of Practical**

Project Phase

- Choose your two best ideas
- Do a paper prototyping with both
- Present the ideas and the results of the paper prototyping on June 10

References

- http://www.mindtools.com/brainstm.html
- http://www.valuebasedmanagement.net/methods_brainstorming.html
- http://www.mindtools.com/pages/article/newTED_07.htm
- http://www.triz-journal.com/archives/2001/03/b/index.htm
- http://www.kurwongbss.qld.edu.au/thinking/Hats/hats.htm