

Übung zur Vorlesung
Mensch–Maschine–Interaktion 1

Aurelien Tabard

based on Doris Hausen, Alexander Wiethoff

Ludwig–Maximilians–Universität München

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Design your own project



BRAINSTORMING

Brainstorming is about:

Group creativity

Getting as many ideas as possible

In a limited time

With a record

Brainstorming rules

IDEO

Brainstorming rules

IDEO

Defer judgement

-> no criticisms

Brainstorming rules

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Go for quantity

-> number your ideas

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Encourage wild ideas

-> at least a '*stupid*' idea/person

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Be visual

-> draw, sketch, enact

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Build on the ideas of others

-> no criticisms, improve

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-> no criticisms, improve

One conversation at a time

-> 1 moderator

Stay focused on the topic

Brainstorming

Goal:

.: Get a maximum of ideas in minimal time - 20 to 60 minutes.

Procedure:

- .: 1 moderator - 1 scribe
- .: Identify major points
- .: Narrow down to concrete ideas
- .: Everybody votes - pick 3 “bests” ideas

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**Don't criticize,
Propose**

Avoid too early judgment

There are no bad ideas at this point. There is plenty of time to judge later.

Bring in also crazy ideas

It's the wild ideas that often provide the breakthroughs.

It is always easy to bring ideas down to earth later!

Place ideas of on top of each other
Think 'and' rather than 'but'.

Keep the focus on the topic
You get better output if
everyone is disciplined.

One conversation at a time

That way all ideas can be heard
and built upon.

Get visual

Try to engage the left and the right side of the brain.

Foster quantity

Set an outrageous goal and surpass it!

Vote for the **BEST** ideas !

Through a simple vote, the team can get a sense of which ideas generate the most energy and excitement.

You might be concerned if they're the 'right' ideas, but don't worry – this is why prototyping is so important.

This is just your starting point. After you try out some of your ideas, with some expected success and failure, you can always come back to the pool of brainstorm ideas and try out a new concept.

Use sticky dots to vote directly on post-its.

Group similar ideas into buckets first.

Before voting, identify some criteria to judge success. For example, blue dot votes could be for the concepts that will have the greatest impact for teen phone users; red dot votes for the concepts that will have the greatest impact on adult personal users.

Try to vote in silence so that people can think and are not swayed by each other. If an idea needs clarification, make sure everyone hears the explanation.

After the vote is in,
choose the top winners
but be realistic about the
number of concepts
you can pursue!

- 1.) Conduct a Brainstorming
- 2.) Write down 5 ideas in plain text.
(2-3 Sentences) e.g. Interactive Brainstorming Wall -
A shareable a tabletop computer can be used to write ideas on digital Post-Its. Later, a display on the wall can be used to archive and cluster the ideas based on topics.