Process

diverge on needs + assets

Research    Synthesis

converge on opportunities

Concepting   Prototyping

diverge on ideas

converge on solutions
Parking
The Rules:
1. One Conversation
2. Stay Focused
3. Encourage Wild Ideas
4. Build on the Ideas of Others
5. Defer Judgment

+ go for volume!
Reframing
Random Entry
Provocation
The 5 Whys
Problem Statement
Brainstorms
Pattern finding and Prioritization
Report out
What did we find valuable?
(or, the Game of 35)
Michael’s awesome description of how it works in the design world.