



Braindumping

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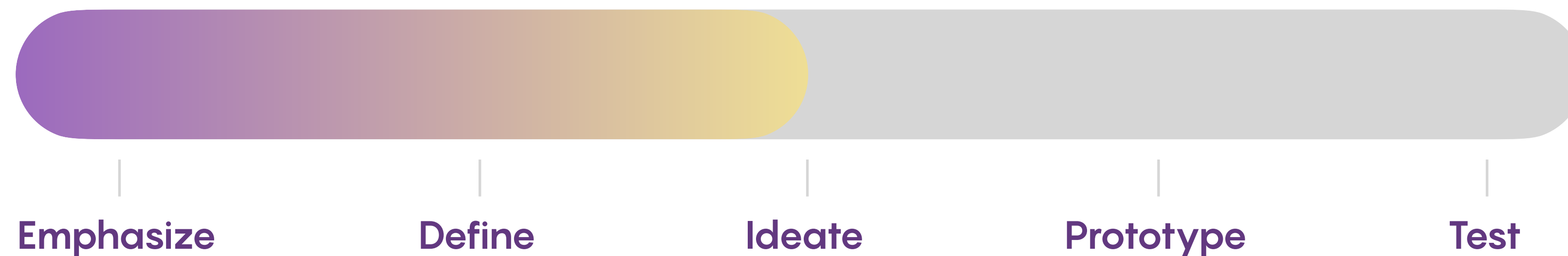


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Introduction

- Basically individual Brainstorming in which one writes down all the ideas he/she can think of individually upon a particular topic. It is a Ideation method.
- Ideas are literally dumped onto a piece of paper, computer, or smart device that can be referenced later and acted upon.

Design Phases



Introduction

Key Figures

- Do it individually and quiet
- Devote a certain time
- Have something at hand to take note

Why to use it?

Intuitive reason: Our brain is more about processing the information than storing it. Through Braindumping, all ideas can be dumped onto a permanent device (paper, tablet) so that they won't be lost or forgotten.

Compensate for the disadvantages of Brainstorming in which some members in the group might be more dominating or enforcing over others. This will lead to mental blockages and prevents freethinking of others. With Braindumping, shy / introverted persons can freely write down their ideas and get a voice.

When to use it?

- Whenever one wants to record every ideas on mind.
- There are introverts or shy people in the group.
- Do before and after brainstorming groups session.



Braindumping vs. Brainstorming

“Creativity comes from a blend of individual and collective ideation”

(Alex Osborn - father of brainstorming technique)

- In Brainstorming, if group-brainstorming conditions are not properly met, they can fail more easily. Even when it is done right, people could sometimes still generate ideas faster when they work alone.
- However, it would be a big mistake to overestimate one over the other in order to facilitate creativity in ideation. Therefore, it often a good idea to do individual ideation sessions like braindumping, before and after brainstorming group sessions.

Instructions



1. Briefly inform participants on the problem statement, goals and important insight
2. Ask them to write down their ideas as they come. Make sure each participant does this individually — and silently
3. Provide participants with sheets of paper, idea cards or traditional Post-it notes. Sticky notes are great, because they allow people to write their ideas down individually — one idea per note.
4. Give participants between 3 and 10 minutes to get ideas
5. After reaching the time limit, each participant will say a few words about his or her ideas and stick them on a board or wall.
6. Avoid initial discussions about notes when team members are presenting them. Ideas that come out of early braindump sessions should be shared verbally with the entire team in order to spark new streams of thinking or combinations of ideas
7. When all team members have presented their ideas, you can select the best ideas, which you can continue to build and elaborate on in other ideation sessions.



Contact

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