

635

Brainwriting

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Introduction

The 635 method was developed in the late 1960s by Bernd Rohrbach.

An ideation method for stimulating creativity.

Developed to address the issues of brainstorming.

Useful when: limited time, impossible discussion, complicated group dynamics, documentation is required

Design Phases



Materials

- ▶ Pens
- ▶ Worksheet

	Idea 1	Idea 2	Idea 3
Participant 1			
Participant 2			
Participant 3			
Participant 4			
Participant 5			
Participant 6			

Table 1: A 635 worksheet

Instructions



1. Get a worksheet each
2. First round of 3 ideas per person
3. Collect ideas during the rounds



Rules

- Ideas can be
 - further developed,
 - inspired,
 - started from scratch
 - written, drawn, etc.

Advantages

- Moderation is not necessary
- Knowledge from different backgrounds
- Active participation from all participants
- Keeping track and developing ideas further
- Generating a lot of ideas!

Disadvantages

- Limitation of expression in writing
- Pressure from time
- Less discussion causing a clash of similar ideas

Do's and Don'ts

- ▶ Have a clear idea and understanding of what the user needs are and why, before you start prototyping.
- ▶ Sketches need not be pretty. Focus on the ideas and remember that there will be many more iterations before you finalise your prototype.
- ▶ Rule of thumb: Start broad and then work your way towards a more detailed version of the solution with each iteration. As you iterate, the fidelity of your prototypes, as well as how much you include in them, will increase.
- ▶ Inform the users that this is not the actual solution.
- ▶ Don't prototype everything! Focus on the critical functions that will be used most often.
- ▶ Save templates and stencils for reuse in future projects.



References

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