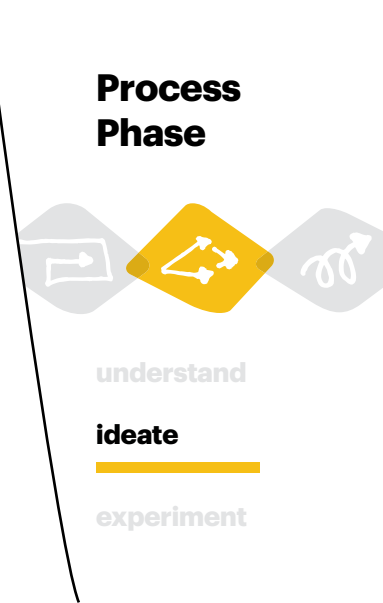


Brainstorming - Mind Maps

Mindmaps are a great way to look for patterns, explore possibilities, come up with truly innovative ideas and communicate your thought processes to others. While lists help you capture the thoughts you already have, mindmaps help to generate wildly new ones. They are extremely versatile, and work well with the “yes and..” mindset.

How to use the Mind Map technique

- 1** On a large blank piece of paper, write your central topic or challenge in the middle of the paper and circle it.
- 2** Ask the team, “What else can we add to the map that is related to this theme?” Write down ideas, branching out from the center, and don’t worry if they feel clichéd or obvious. That happens to everyone.
- 3** Use each connection to spur new ideas. If you think one of your ideas will lead to a whole new cluster, draw a quick rectangle or oval around it to emphasize that it’s a hub. Keep going. As the map progresses, your mind will open up, and you’ll likely discover some wild, unpredictable, dissociative ideas .
- 4** You are done when the page fills or the ideas dwindle. If you’re feeling warmed up but not finished, try to reframe the central topic and do another mindmap to get a fresh perspective. If you feel you’ve done enough, think about which ideas you would like to move forward with.

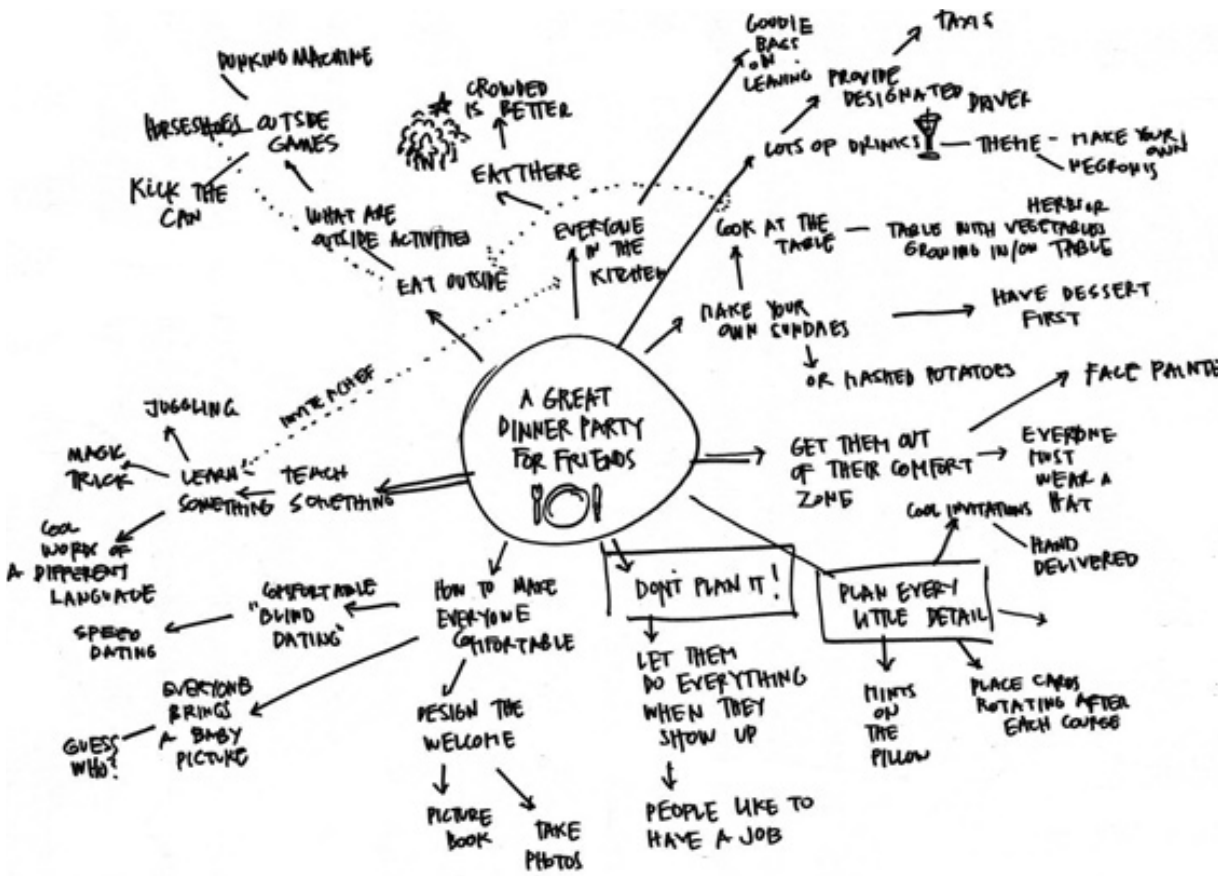


Time
varies

Level
Hard

Materials
Pens, Paper, Supplies





More Resources:
www.sprintdesignthinking.com/tools.html