

Brainstorming - Starbursts

Starbursting is a form of brainstorming that focuses on generating questions rather than answers. It can be used iteratively, with further layers of questioning about the answers to the initial set of questions. It's a useful tool to support your problem solving or decision making processes by helping you to understand all aspects and options of an idea more fully.

How to use the Starburst technique

1

Draw a large six pointed star in the middle of a large piece of paper. Take a central idea or problem that you want to explore in more detail and write it in the center of the star.

2

Write the words Who, What, Why, Where, When and How at the tip of each point of the star.

3

Brainstorm questions about the idea or product starting with each of these words. The questions radiate out from the central star. Don't try to answer any of the questions as you go along. Instead, concentrate on thinking up as many questions as you can.

4

Depending on the scope of the exercise, you may want to have further starbursting sessions to explore the answers to these initial questions further.

Process Phase



understand

ideate

experiment

Time
varies

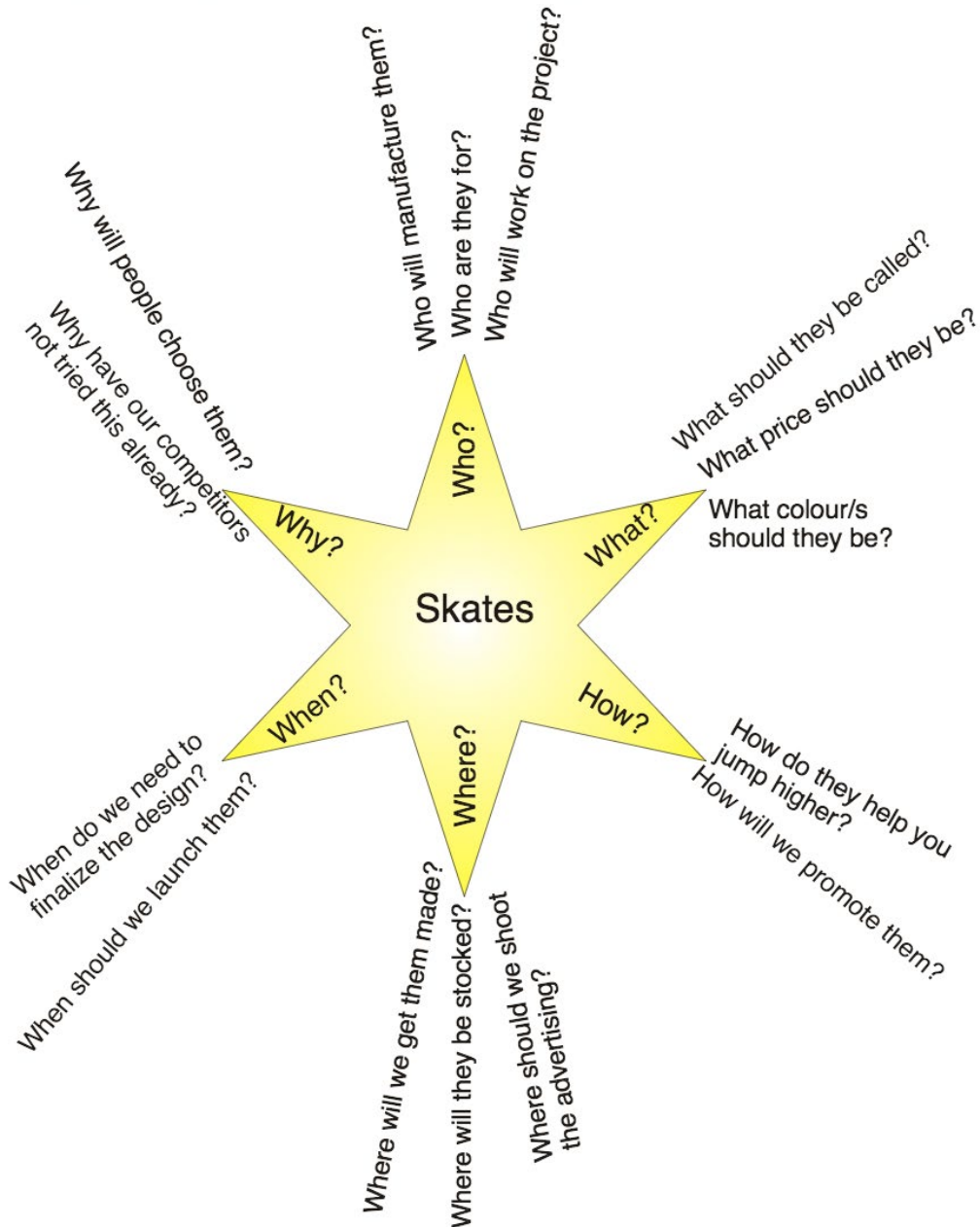
Level
Hard

Materials
Pens, Paper, Supplies



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Below shows some of the questions you might generate in a short starbursting session on a new design of ice skating boot.

Figure 1: Starburst diagram for a new product



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