



SNS COLLEGE OF ENGINEERING

(Autonomous)

DEPARTMENT OF CSE-IoT (CS & BCT)



Generating ideas



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Design Thinking

- Process of DT



Generating Ideas

The big challenge of generating great ideas is freeing yourself from the conventional, mundane thoughts that occupy most of your brain time.



7 Ways to Generate ideas



- Engage in Observation Sessions
- Socialize Outside Your Normal Circles
- Read More Books
- Randomly Surf the Web
- Keep a Regular Journal
- Meditate
- Use Structured Exercises



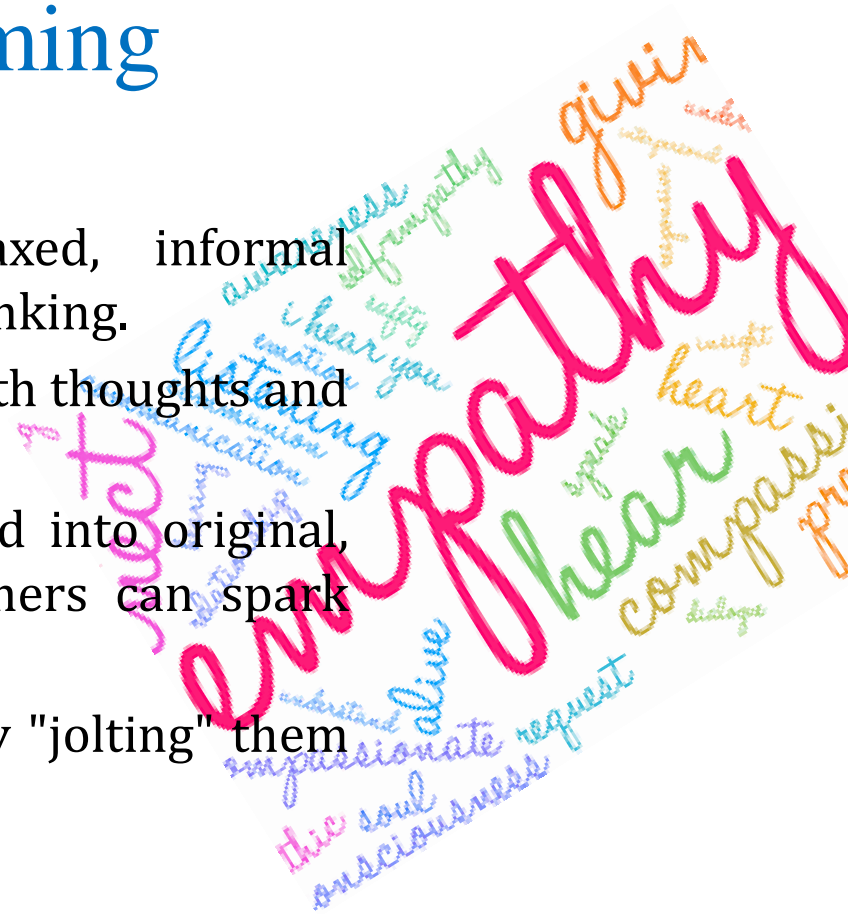
Brainstorming

Brainstorming combines a relaxed, informal approach to problem solving with lateral thinking.

It encourages people to come up with thoughts and ideas that can, at first, seem a bit crazy.

Some of these ideas can be crafted into original, creative solutions to a problem, while others can spark even more ideas.

This helps to get people unstuck by "jolting" them out of their normal ways of thinking.



Why Brainstorming

Conventional group problem solving can often be undermined by unhelpful group behaviour.

It is important to start with a structured, analytical process when solving problems, this can lead a group to develop limited and unimaginative ideas.



Types of Brainstorming

- ✓ Individual Brainstorming
- ✓ Group Brainstorming



7 Techniques for More Effective Brainstorming

- Brain Writing
- Figuring Storming
- Online Brainstorming (Brain-netting)
- Rapid Ideation
- Round Robin Brainstorming
- Starbursting
- Stepladder Technique



Tips to improve brainstorm

- Make the objectives crystal clear from the start.
- What are you trying to find/solve?
- Take away the possibilities of anchoring by letting people generate ideas.
- Go for quantity over quality at the start.
- Be silly and have fun! No question or idea is stupid.



