

Brainstorming Guidelines:

Brainstorming involves bringing a group of people together to generate many different ideas.

Focus on Quantity

Capture as many ideas as you can!

Withhold Criticism

No put downs!

Encourage Wild Ideas

Wild ideas lead to innovative designs!

Record All Ideas

Write everything down as it comes out! Build on ideas.

Combine Ideas

Group like ideas!

Stay Focused

Focus your ideas on the topic at hand!

Example: Grocery shopping carts do not allow for products to be organized well while shopping.

Brainstorming Ideas:

- Dividers in cart
- Adjustable dividers
- Removable dividers
- Pocket/Pouch to hold dividers
- Plastic dividers
- Diamond dividers
- Steel dividers
- Wood dividers
- Pouch for coupons
- Umbrella over cart
- Cold food storage
- Mini fridge/freezer
- Drink holder
- Purse/bag hook
- Holds children (more than 1)
- Calculator

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