

Channels Comparisons

6 people - 3 ideas - 5 minutes will give you 108 ideas build on top of each other.

[insert your problem statement]

Brainstorming - 30min

Every participant selects one panel and replaces [ participant # ] with their name and begin the ideation on their first row post-its. You get 5 minutes to brainstorm three ideas. Next, find your color in the next right panel (ex: if your post-it color were yellow in the first row of the first panel, then your next brainstorm position post-its would be on the second row of the second panel). As for the participant in the last panel of the first row has nowhere to go after the first brainstorm wave, they can continue with their second wave of brainstorming to the first panel in the second row. Each wave of brainstorming should be 5 minutes. And keep building on top of the previous ideas until all of the panels are filled with ideas. NOTE: It is essential to write your post-its to be understandable on its own for easy clustering.

Participant 01

Participant 02

Participant 03

Participant 04

Participant 05

Participant 06