“A Brainstorming Battle” as an effective idea generation method to generate an attractive inconvenient tour

My research major:

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How do you generate creative ideas?

- KJ method
- Mind map
- TRIZ
- Osborn checklist
- Workshop
- Brainstorming
What is “Brainstorming (BS)”?

- Divergent idea generation method in group

✓ Brainstorming is frequently used to generate new ideas in workshop, business, and education area.

✓ The number of participants is about from 3 to 6, 7.

✓ Participants must observe “Four basic rules of Brainstorming”.

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✓ It is effective for the participants to use sticky notes and whiteboards in order to write the generated ideas.
Four Basic Rules of Brainstorming

1. **No criticism**
   - Do not criticize other people’s ideas. Facilitator creates a supportive atmosphere where participants feel free to generate unusual ideas.

2. **Encourage wild ideas**
   - Unusual and wild ideas should be welcomed and encouraged. They can be generated by looking from another perspective or setting aside assumptions.

3. **Focus on quantity**
   - The greater the number of ideas generated, the greater the chance of producing an effective solution.
     → “Think fast and reflect later”, “Keep each idea short”.

4. **Combine and improve ideas**
   - Use other member’s ideas as inspiration for their own ideas. Working in a group leads to synergy.
Problems of Brainstorming

- Some participants do not observe rules.
  - Someone criticizes other people’s ideas involuntarily.
    - University faculty members, bosses, and seniors, etc.
  - Someone does not say much to care about quality of ideas.

- Some participants keep talking too much.
  - As a result, passive participants who do not speak at all appears
    - It is a natural consequence because they do not have to talk.

- Participants cannot enjoy brainstorming.
  - They often feel that they are forced to join BS reluctantly.
What is “Brainstorming Battle (BSB)”?

- To solve the problems of conventional BS

  - Introduction of “Time constraint” and “Competition” → *Gamification!*

  **Fun elements** could encourage participants to **take spontaneous behavior** in BS.
Procedure of Brainstorming Battle

1. Team separation and theme setting

2. Idea generation by team (20 min.)

3. Idea entry (10 min.)

4. Presentation battle (1 min./person)

5. Idea deepening and combination (0.5~1 h)
Procedure of Brainstorming Battle

1. Team separation and theme setting
   ✓ Team fight: 3~6, 7 persons per a team
   ✓ In the case of many participants, a facilitator increases the number of teams.

2. Idea generation by team (20 min.)
   ✓ Participants must observe the four rules of BS.
   ✓ Conventional brainstorming method
     • The first 10 minutes: Idea generation alone
     • The last 10 minutes: Combine and improve ideas by group
**Procedure of Brainstorming Battle**

**3. Idea entry (10 min.)**

- Strategy meeting to decide who will make a presentation about which ideas in what order
  → It greatly affects win-or-lose of team fight!

**4. Presentation battle (1 min./person)**

① One participant from each team make a presentation about his/her idea (Time limit is 1 minute).

② All participants **decide the best idea by voting**.

③ Go to the next match.

④ Repeat from ① to ③. The team which got the largest numbers of win is **a winning team**.

⑤ **(Option)** The participants can decide **the best idea** from the winning ideas by final voting.
5. Idea deepening and combination (0.5~1 h)

- Together with all participants, they try to combine and improve ideas which were presented in the all matches.
- Moreover, participants can talk about ideas which were not used in the matches.
- This process includes both a divergent thinking process and a convergent thinking process.

→ Better ideas will be generated by all participants discussion.
Effects in Brainstorming Battle

- **Effect 1: Participants become active.**
  - Reason: All participants must make a presentation and win-or-lose are decided.
  - Secondary effect: The number of ideas will increase.

- **Effect 2: Ideas are organized.**
  - “Idea entry” and “Idea deepening and combination” → **Convergent thinking** process

- **Effect 3: Communication is promoted.**
  - Not individual fight but **team fight**.
    - Effects of strategy meeting in “Idea entry”.
Conclusions

- Brainstorming Battle (BSB)
  - Procedure: Five processes
  - Brainstorming battle was used to generate ideas of "attractive inconvenient tour"
    → Four speakers will introduce the ideas.

- Future Works
  - Quantitative effective analysis
    - Is BSB more effective than conventional BS?
  - Experimental study on optimal time limit for idea generation process and idea entry process.