2. Concept storming

Specifications:

- Duration: 35 - 60 minutes

- Participants: 3 - 20, recommended under 10

- Environment: face-to-face, Teams, Zoom or Google Meet

orchidea

Concept storming – collect

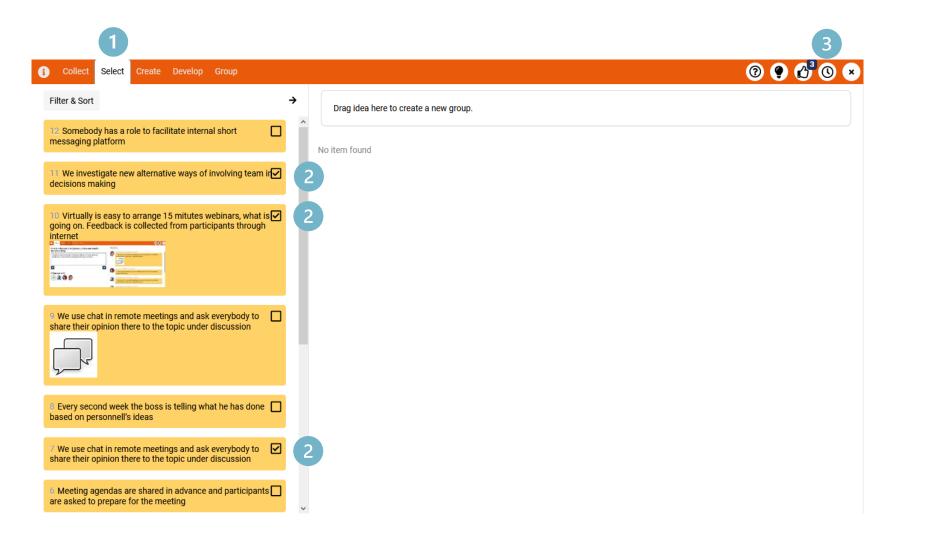1. Ask participants to write down ideas. Target 10-15 ideas per participant or about 60 ideas in total.

2. Set the timer: 5 mins for easy topic and up to 15 mins, if you need more ideas and use stimuli

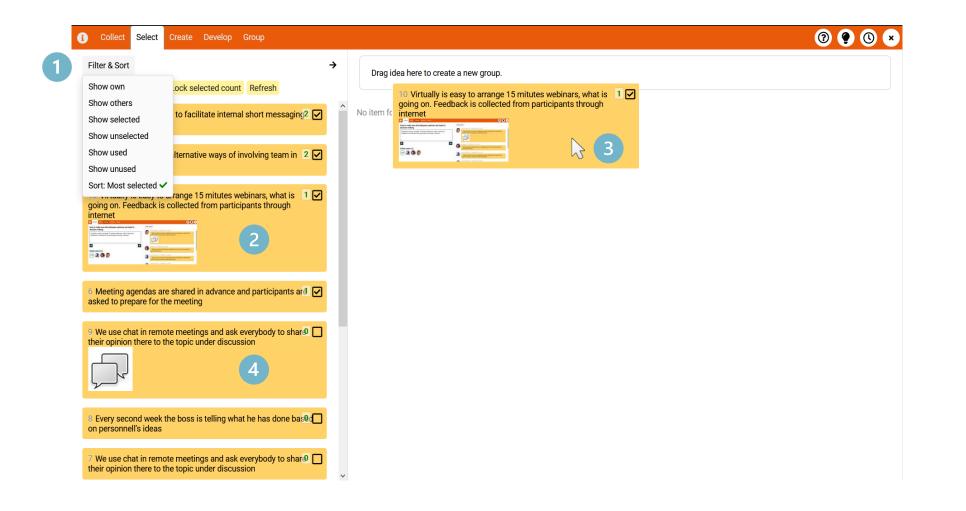3. If stimuli is needed, you can ask participants to launch it themselves by clicking the black bulb icon

Concept storming – vote

1. Ask participant to move to *Select* phase

2. Ask everyone to select the most potential ideas. Give criteria for voting and the number of votes per participant (15 - 25 % of total idea count)

3. Reserve ½ min time for reading and voting 10 ideas, e.g., 3 mins for 60 ideas, set the timer on.

Concept storming – select

1. Ask everyone to sort the ideas based on popularity by choosing *Filter & Sort => Sort: Most selected*

2. Choose one of the most voted ideas for further development

3. Everyone drags the chosen idea to empty area on the top right

4. Chosen idea can be complimented by dragging supporting ideas to the same group
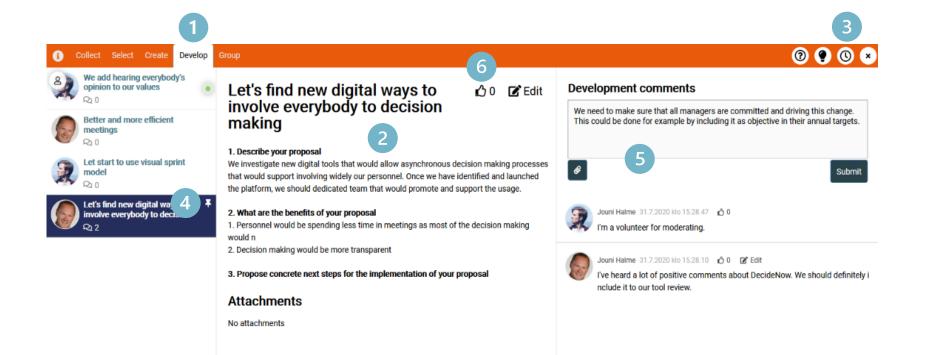
Duration: 1 – 3 minutes

Concept storming – create

1. Ask participants to move forward by clicking *Create*.

2. And to write solution proposals based on the selected idea(s) now visible on the left.

3. Ask participants to answer also the sub questions that you added when creating the workshop.

4. Set the timer on, about 5-15 minutes.

Concept storming – develop

1. Move to *Develop*.
2. Everyone presents their proposals in 1-3 minutes.
3. Set on the timer for the entire presenting time.
4. Highlight the presented idea by clicking the pin icon.
5. During presentation, everyone can post their development comments.
6. You can ask everyone to prioritize the proposals by liking the best proposals.
7. The topic owner forms her own solution from the proposals after the workshop.