

# Brainstorms

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**35**

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# BEST IDEA

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\*On the blank side of the card, write the one best idea you heard, or create a new one on TOPIC. (1 min)

# PASSING LANES

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\*Pass cards around until you hear the magic sound

# COMPARISON – ROUND 1

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- \*Partner up with another person
- \*Compare the two cards you are holding
- \*You have a TOTAL of 7 points to award to the ideas
  - \*7 & 0
  - \*6 & 1
  - \*5 & 2
  - \*4 & 3
- \*Enter the numbers in the square on the back

Five yellow squares are arranged horizontally, labeled 1 through 5. The first square (labeled 1) is highlighted with a red border. The other four squares (labeled 2, 3, 4, and 5) are not highlighted.

# PASSING LANES

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\*Pass cards around until you hear the magic sound

# COMPARISON – ROUND 2

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- \*Partner up with another person
- \*Compare the two cards you are holding
- \*You have a TOTAL of 7 points to award to the ideas
  - \*7 & 0
  - \*6 & 1
  - \*5 & 2
  - \*4 & 3
- \*Enter the numbers in the square on the back

Diagram illustrating the scoring system for Round 2. Five yellow squares are arranged horizontally, labeled 1 through 5. The square labeled 2 is highlighted with a red border, indicating it is the current focus or the square to be filled with a number.

# PASSING LANES

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\*Pass cards around until you hear the magic sound



# COMPARISON – ROUND 3

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- \*Partner up with another person
- \*Compare the two cards you are holding
- \*You have a TOTAL of 7 points to award to the ideas
  - \*7 & 0
  - \*6 & 1
  - \*5 & 2
  - \*4 & 3
- \*Enter the numbers in the square on the back

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
1	2	3	4	5

# PASSING LANES

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\*Pass cards around until you hear the magic sound

# COMPARISON – ROUND 4

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- \*Partner up with another person
- \*Compare the two cards you are holding
- \*You have a TOTAL of 7 points to award to the ideas
  - \*7 & 0
  - \*6 & 1
  - \*5 & 2
  - \*4 & 3
- \*Enter the numbers in the square on the back

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
1	2	3	4	5

# PASSING LANES

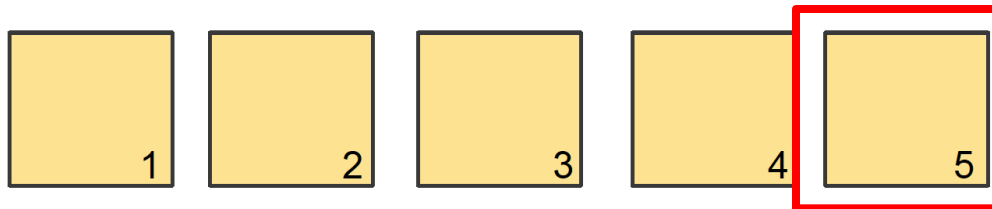
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\*Pass cards around until you hear the magic sound

# COMPARISON – ROUND 5

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- \*Partner up with another person
- \*Compare the two cards you are holding
- \*You have a TOTAL of 7 points to award to the ideas
  - \*7 & 0
  - \*6 & 1
  - \*5 & 2
  - \*4 & 3
- \*Enter the numbers in the square on the back

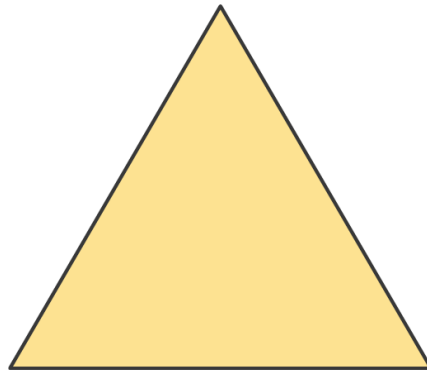


Five yellow squares are arranged horizontally, labeled 1 through 5 from left to right. The square labeled 5 is highlighted with a red border.

# TALLY THE TOTAL

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- \*Now add up the 5 numbers.
- \*Maximum would be 35, minimum would be zero
- \*Enter total in the triangle



# HUMAN HISTOGRAM

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- \*Line up in order descending from 35
- \*Share the top 5-10 ideas (time permitting)

# Resources

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Thiagi.com

Books by Thiagi (aka Sivasailam Thiagarajan, Ph. D.)

[Link](#)

## **Materials**

- Blank cards (or print them with template)
- Pen/pencil per person
- Bell/chime to signal rounds
- Envelopes Manilla large
- <11-35 printed on regular paper (tape these to envelopes)



# Journey Map

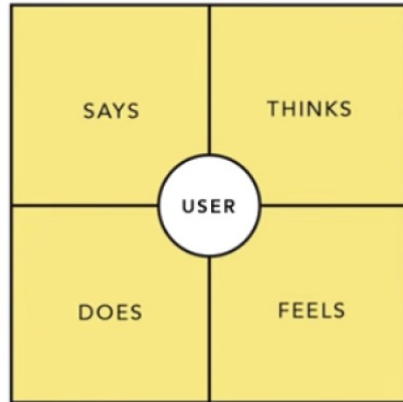
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Visualization of a narrative showing a user's experience with a specific task or goal as it pertains to your company.

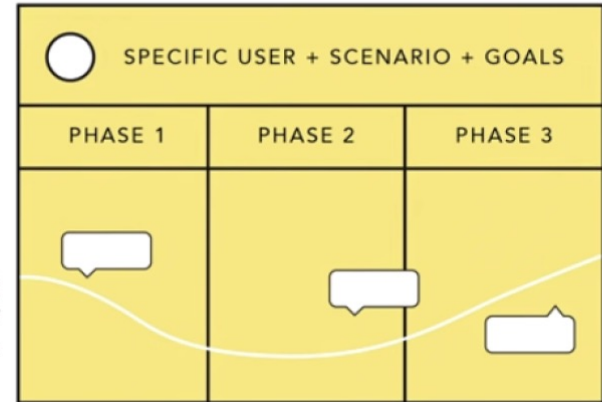
Creates a shared language / mental model within your team.

An artifact to spread throughout the org, sharing insights and opportunities to drive positive change for the user.

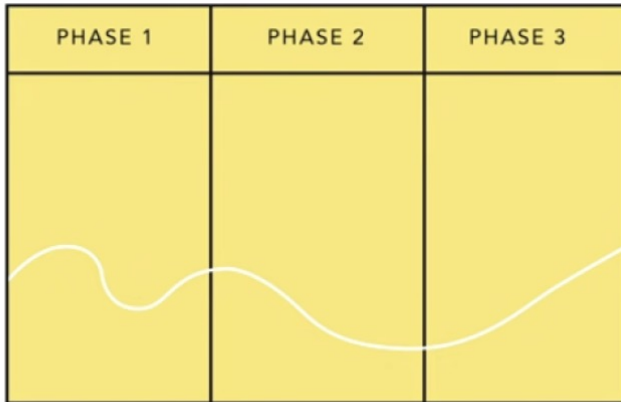
**EMPATHY  
MAP**



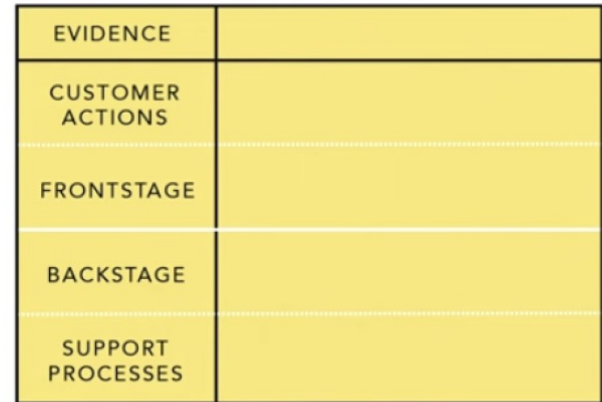
**CUSTOMER  
JOURNEY  
MAP**



**EXPERIENCE  
MAP**



**SERVICE  
BLUEPRINT**



# Flight experience

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8 minutes to interview someone in your group about their travel experience to the conference

Map out their experience using the 5 E's framework

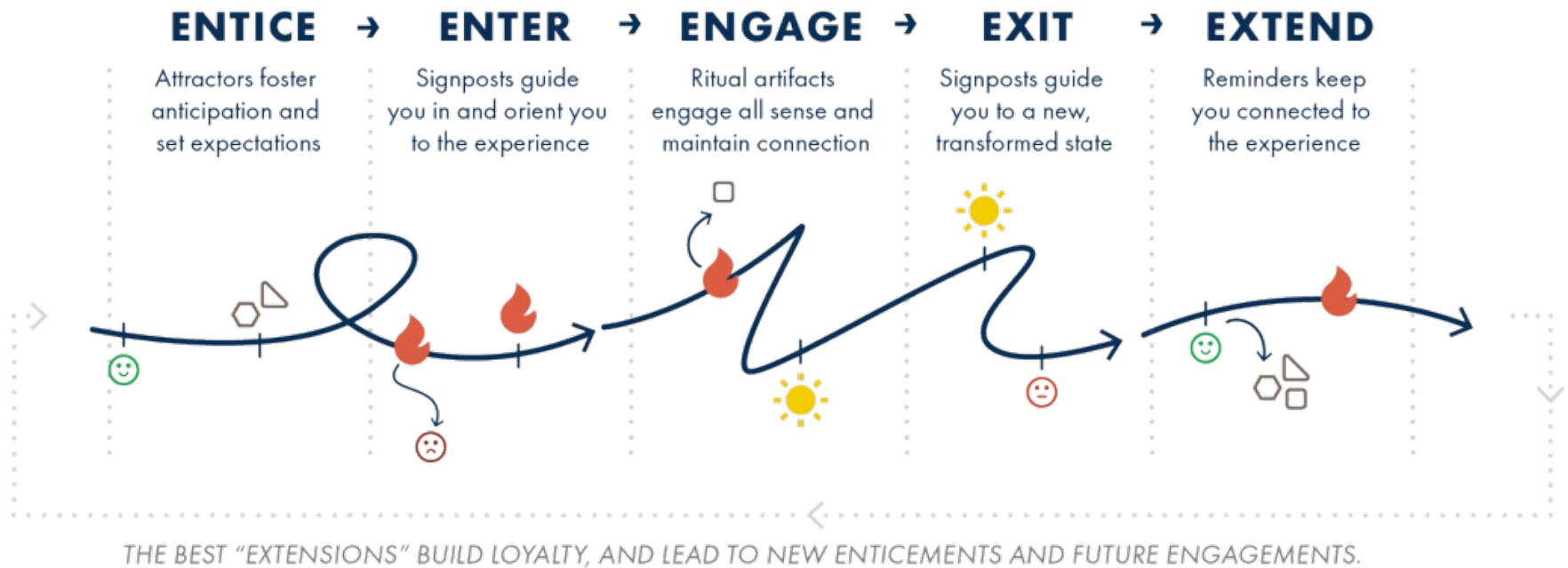
Actions

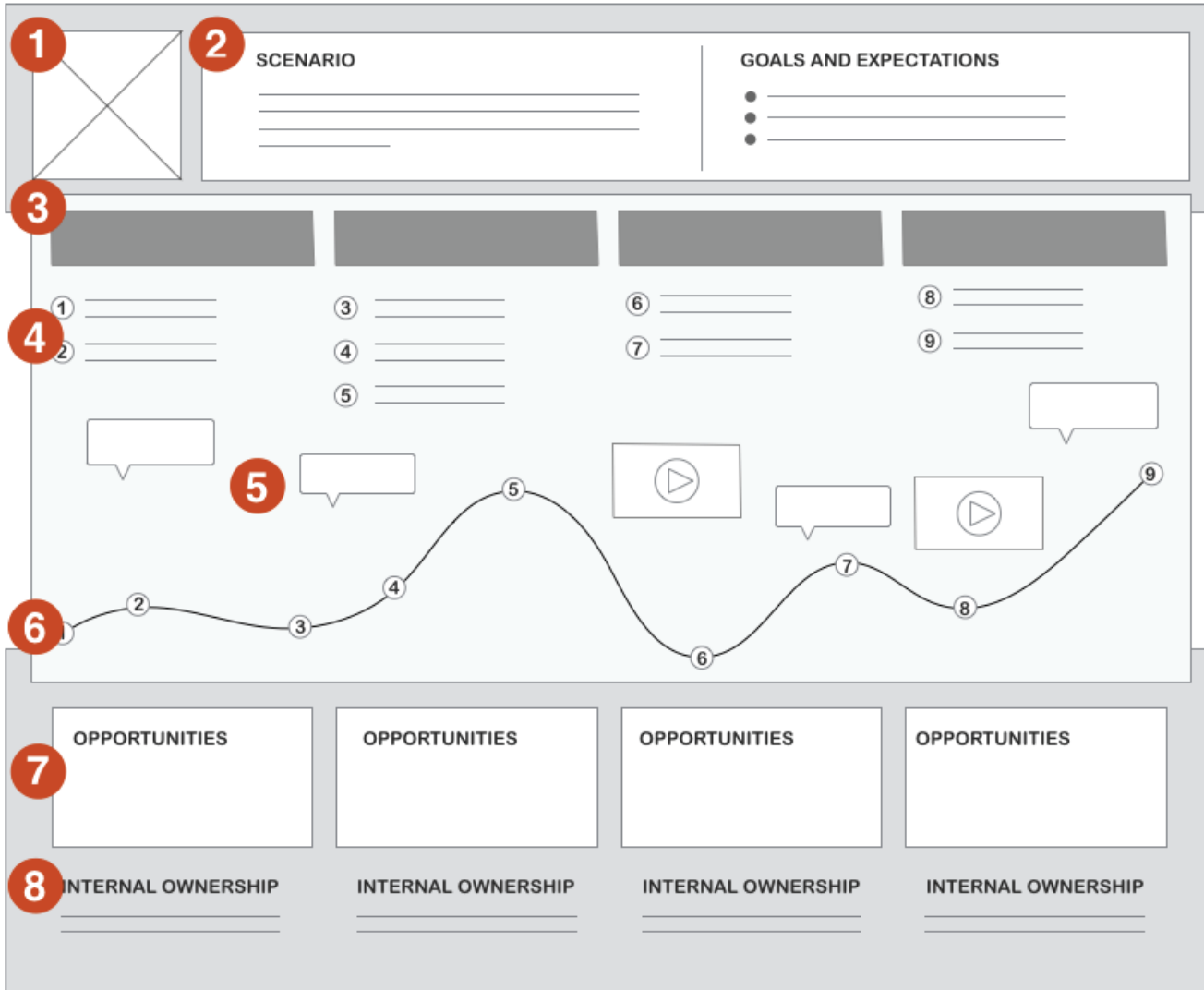
Mindsets

Emotions

Map out Opportunities

# 5 E's framework





**ZONE A**  
The Lens

**ZONE B**  
The Experience

**ZONE C**  
The Insights

# Debrief

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How did that feel?

What questions do you have after practicing this process?