1.

2.

3.
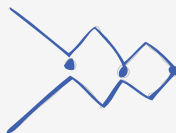
7 to get 1

Initially, each member of the team works independently developing 7 solutions for the stated problem. Your initial idea(s) will come quickly...to generate 7 solutions you may want to "go broad" looking for and combining designs used in other companies, in other industries, and in nature. Draw your ideas, no matter how crude and annotate with words to provide clarity — it will later help spark new creativity in those viewing your solutions.
Or use this page to storyboard one idea and other pages to storyboard other ideas.

When all squares are filled with unique ideas — share them with the team. As they are shared, the team is responsible for building on these ideas and combining them with others.

Go Broad to Go Narrow

To get one great idea, you need lots of ideas.

4.

5.

6.

7.