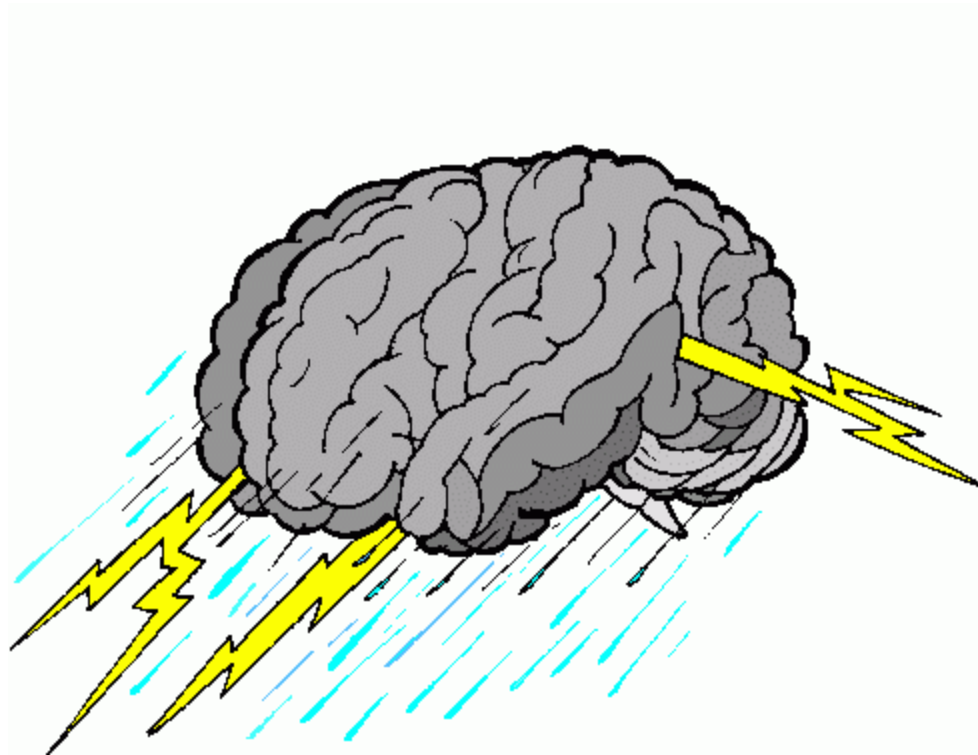


# BRAINSTORMING

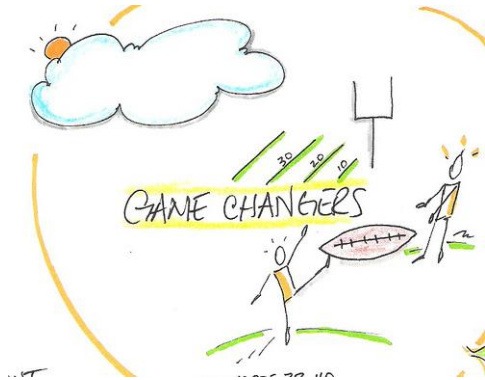
Looking for a few Good Ideas



# Where do great ideas come from?

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## Revolutionary



## Evolutionary



## Problem Solving



# Problem-solving ideas

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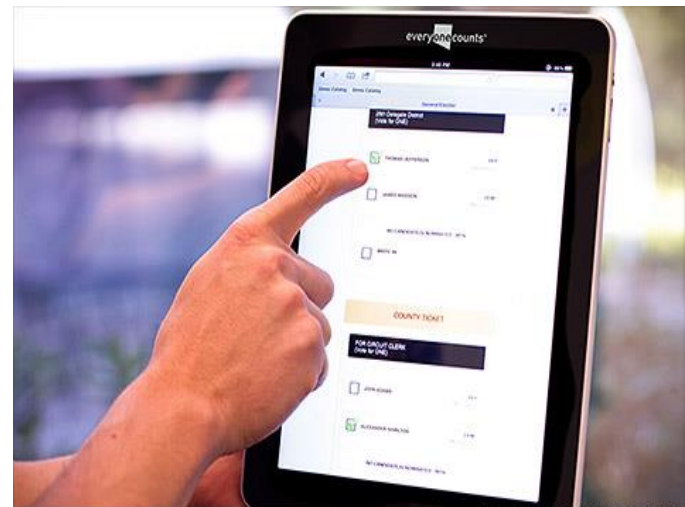


- Simple solution to a common problem
- Task based
- Make life easier/ more enjoyable

ASK: What apps make your life easier?  
So we can find great ideas, hiding within problems that we face on a regular basis.

# Problem-solving example

- Problem: School Officer elections on paper are prone to fraud and take time to count votes.
- Key insight: every student has a unique log in that could be used for online for voting.
- Solution: the SPS Voting WebApp, allows ASB to set up voting online using student log in to prevent fraud, and results are tallied automatically!



COURTESY: EVERYONE COUNTS

# Evolutionary ideas

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# Evolutionary Mash-Up example

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- Question: How can you get photos off of Flickr to your social network friends quickly?
- Answer: A free, fast, convenient, and easy way to send your latest cell phone photos to Facebook and twitter using Instagram.
- This is a good Mash-up example of evolution in App development.



# Revolutionary ideas

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- Game changing
- Few and far between
- Inspired by new innovations in hardware functionality



Location services



Purchase channel



Touch screen and internal sensors (shake, draw, layout)



Multimedia (audio, video, stream live)



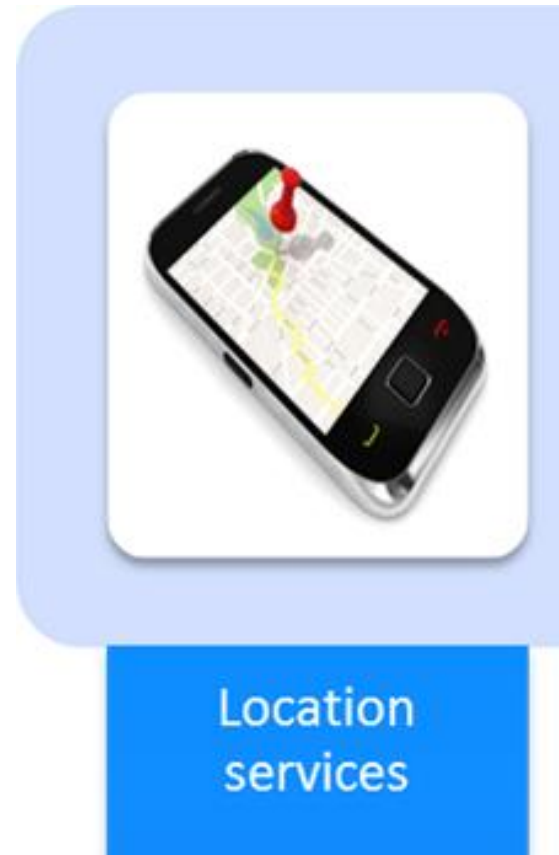
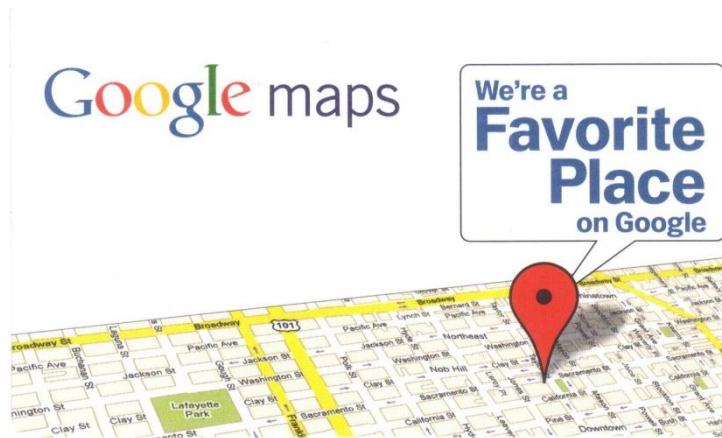
Notifications



Connect

# Revolutionary example

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# Where do I start?

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Interests and passions



Current apps, platforms and features



Daily routines



Friends, family and community

# Think big!

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# Big issues – small problems

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## **Hobby/interest – 5-a-side football**

I want to find out when my local games are available

I want to find replacement players at short notice

## **Issue – Health**

How do I know if I'm overweight?

How can I eat healthy?

How do I make sure I keep exercising?

## **Daily routine – Before school**

I want to wake up on time

I want to know my quickest route that day

# Ready to get Started

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1. How shall we form teams? Ideally 3-5 people
2. Q: What do you need to write down for today?
3. A: Every Idea you have – we want **all of them** captured, then we will narrow them down to your top 5 favorites later.



Sound good?

Remember **no criticism of ideas**, just constructive suggestions for this phase of Brainstorming.

