

Thinking and Brainstorming Time Worksheet

	Action Taken	Status/ Comments
GETTING STARTED		
1. Identify target audience.		
2. Establish target audience's needs.		
3. Schedule a brainstorming session.		
4. Choose quiet ad relaxing place.		
5. Keep a brainstorming journal.		
ACTUAL BRAINSTORMING		
1. Brainstorm during most creative hours.		
2. Remove distractions.		
3. Gather "crazy" but potentially useful ideas.		
4. Relax and write down anything that comes to mind.		
5. Use the <i>reverse brainstorming technique</i> to come up with ideas (e.g. ask how you can cause the problem rather than how you can solve it)		
6. Jot down partial ideas in your brainstorming journal.		
7. Think about the tools and technologies you can use to bring your product ideas to life.		

USE THIS SHEET TO WRITE DOWN YOUR IDEAS