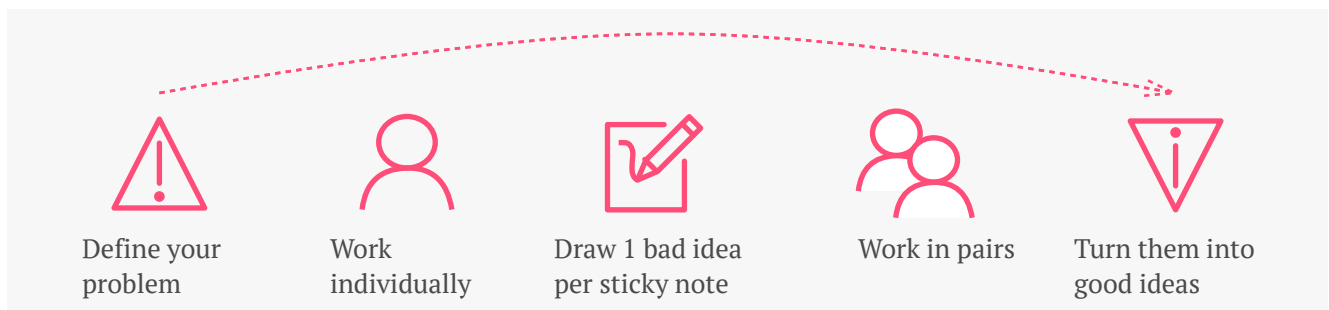# Negative Brainstorming

People: 4-8

Time: 30-45 minutes

Purpose
Negative brainstorm is a method that turns your problem upside down and gives you new perspectives. We often constrain ourselves to find *the best* ideas, and then we end up finding nothing. So instead find the worst ideas.

How to: (see example on next page)

1   First you define what you are trying solve: What do you need ideas for?

2   Turn your original problem around and ask the exact opposite. This turned around problem is now your new definition that you will brainstorm on.

3   *Individually,* draw or write down all your ideas on how to solve the reversed problem. These are called 'bad ideas'. Draw on sticky notes, alone, in silence. One idea per sticky note. Set a timer for 3-5 minutes. Note: 5 minutes is the max! If longer time is granted, participants start to put too high expectations on themselves.

4   At the end of the timer, everyone presents their 'bad ideas' one at a time and all ideas are placed in the middle of a table or on a board.

5   Now, split into pairs and each pairs selects two of the 'bad ideas'.

6   Analyse the bad idea - ask youselves "What makes this idea bad?".

7   In your pairs, try to get good ideas inspired by the 'bad idea'. Set a timer for 7-10 minutes.

8   At the end of the timer, each pair present their good ideas.

| Define your problem | Work individually | Draw 1 bad idea per sticky note | Work in pairs | Turn them into good ideas |

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Example on how to do negative brainstorming

Steps follow numbers on previous page

1   What do you need ideas for?
"We want to decrease the drop off rate in the onboarding flow".

2   Turn your original problem around and ask the exact opposite.
"How do we make sure, that as few as possible make it through the onboarding flow?"

3   *Individually,* draw or write down all your 'bad ideas'.
"During the onboarding flow, we will ask a lot irrelevant questions"

6   In pairs, analyse the bad idea - ask youselves "Why is this a bad idea?".
"The reason why irrelevant questions will make as few as possible make it through the onboarding flow, is that the onboarding flow gets long and the user looses interest and motivation".

7   In your pairs, try to get good ideas inspired by the bad idea.
"Asking irrelevant questions made me think that a lot of the things we ask during onboarding are not crucial at this point. Therefore, in *this new idea*, we only ask the user one quesion".

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