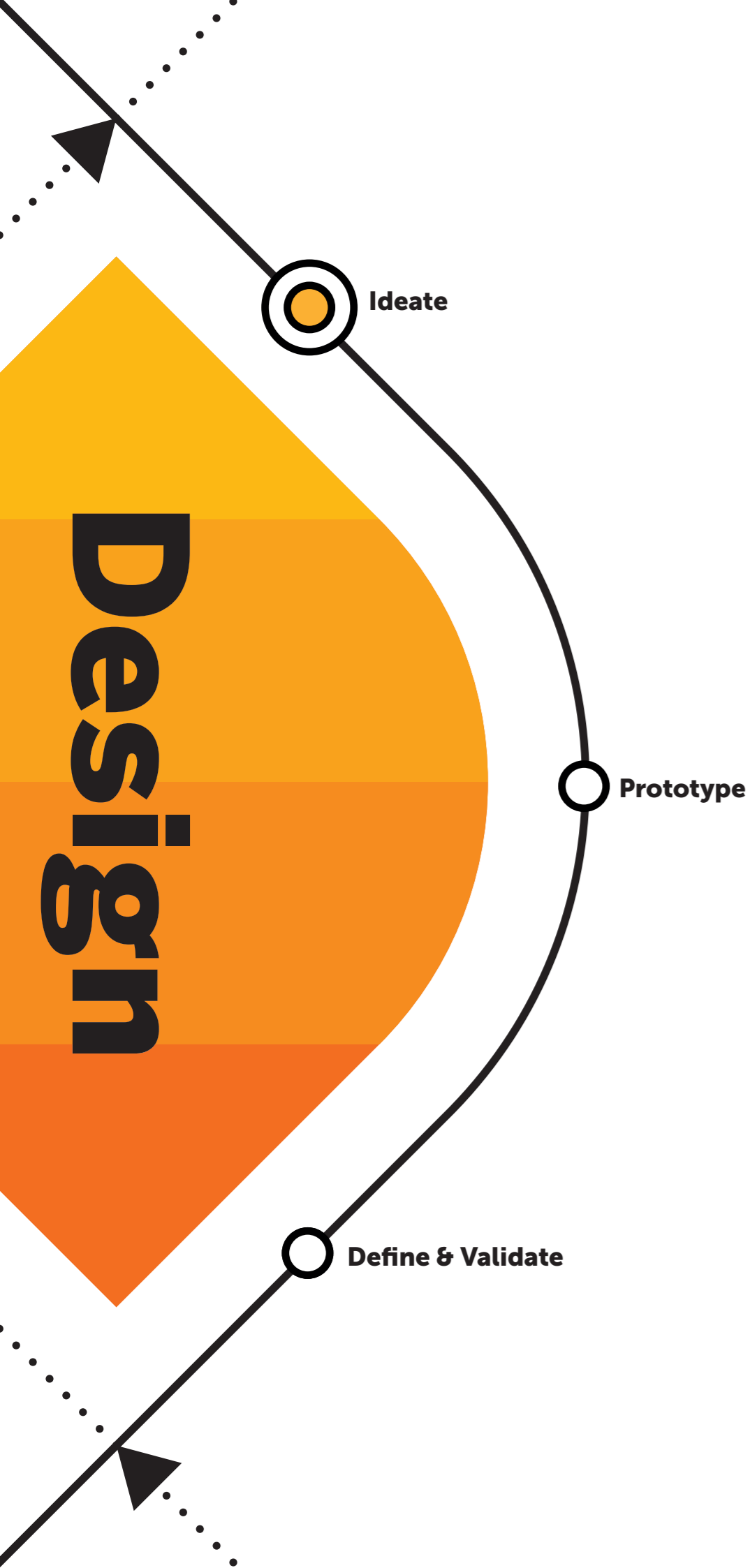# Ideate with 6-3-5 Brainwriting

A brainstorming technique that encourages participants to build on the ideas of others.

Ideate

Prototype

Define & Validate

Design

Why use
6-3-5 Brainwriting?

The 6-3-5 Brainwriting ideation technique helps a team generate a large number of ideas in a short timeframe by drawing inspiration from previously mentioned ones.
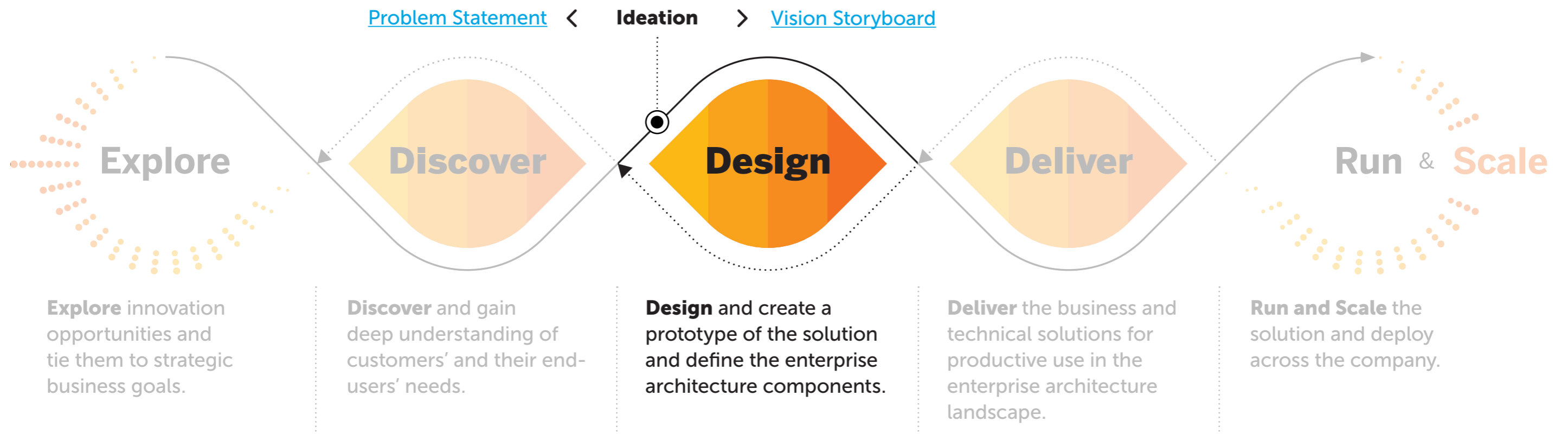
The technique involves a team of 6 people writing 3 ideas in 5 minutes each round, resulting in 108 ideas after 6 rounds or 30 minutes. The method is attributed to Bernd Rohrbach.

This technique encourages equal participation from all team members and helps to avoid domination of the conversation by louder members.

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When to use
6-3-5 Brainwriting?

Ideation techniques are used at the beginning of the Design phase to generate as many ideas as possible to solve the challenges identified during the Discover phase. A productive brainstorming session requires a problem statement or "how might we question" used as the focus for the ideas. Several techniques can be combined in one ideation session.

Problem Statement ‹ **Ideation** › Vision Storyboard

Explore   **Discover**   **Design**   **Deliver**   **Run** & **Scale**

Explore innovation opportunities and tie them to strategic business goals.

Discover and gain deep understanding of customers' and their end-users' needs.

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

Learn more about SAP's Human-Centered Approach to Innovation: https://apphaus.sap.com/approach

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How to use the
6-3-5 Brainwriting?

Duration
45 - 60 Minutes

Participation
6 People

Roles
Designers, Architects, End-Users

Use input from
- **Problem Statement**
- **Persona**
- **User Experience Journey Map**

Steps

1 Keep the "How Might We" question or problem statement visible for all participants. All participants receive a sheet with the provided template.

2 Participants have 5 minutes to write 3 ideas in the top 3 squares of the provided template to solve the selected problem.

3 Each participant passes the sheet of paper to his or her left neighbour, and each team member generates the next 3 ideas inspired by the previous ideas on the paper.

4 Repeat step 3 until every participant has written in all the sheets of paper.

5 Review all generated ideas and cluster them.

6 Vote for the best to work on further.

Expert Tips

If you have to cut time, give 3 minutes instead of 5 for the first ideation round, but make sure to have enough time to read the existing ideas.
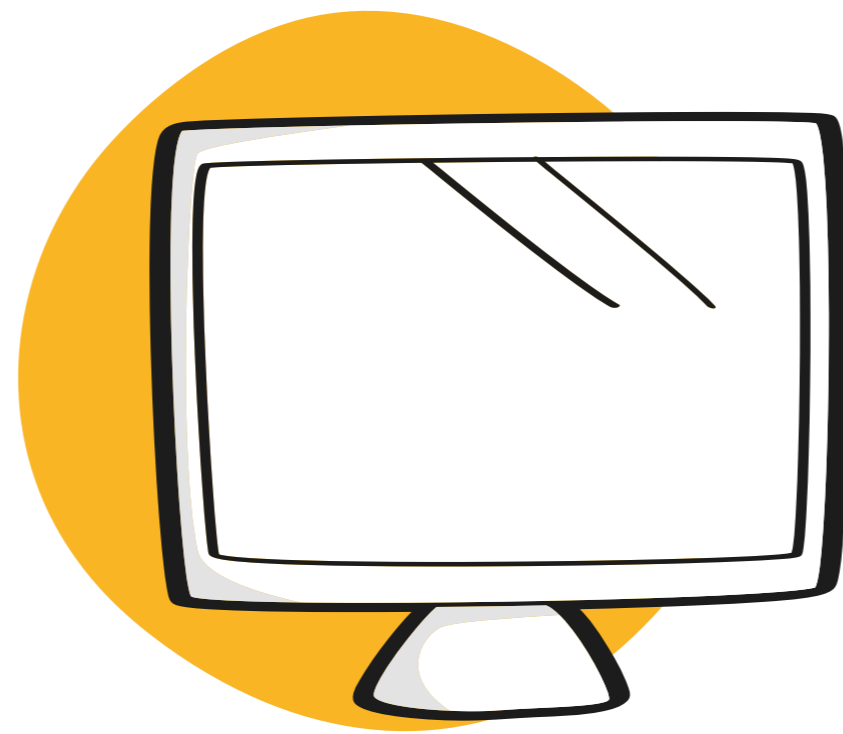
Instead of writing ideas directly on the template, stick square Post-it notes on the provided squares to make the clustering easier later.

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Template for Print

6-3-5 Brainwriting

(Round 1)	*(Round 1)*	*(Round 1)*
(Round 2)	*(Round 2)*	*(Round 2)*
(Round 3)	*(Round 3)*	*(Round 3)*
(Round 4)	*(Round 4)*	*(Round 4)*
(Round 5)	*(Round 5)*	*(Round 5)*
(Round 6)	*(Round 6)*	*(Round 6)*

Virtual Collaboration Template

MURAL Template
6-3-5 Brainwriting

6-3-5 ∨   ↶ ↷   ⊡   All changes saved

6-3-5

6 people - 3 ideas - 5 minutes will give you 108 ideas build on top of each other.

[insert your problem statement]

1. Start Brainstorming (30min)

Select one panel and replace [participant #] with your name and begin the ideation on your first row post-its.

| Participant 01 | Participant 02 | Participant 03 | Participant 04 | Participant 05 | Participant 06 |

Access the MURAL template: https://app.mural.co/template/5c82d52d-7bfb-4edd-bc34-f35e0d983350/073de59f-7a75-4beb-ba71-6ced4746bc85