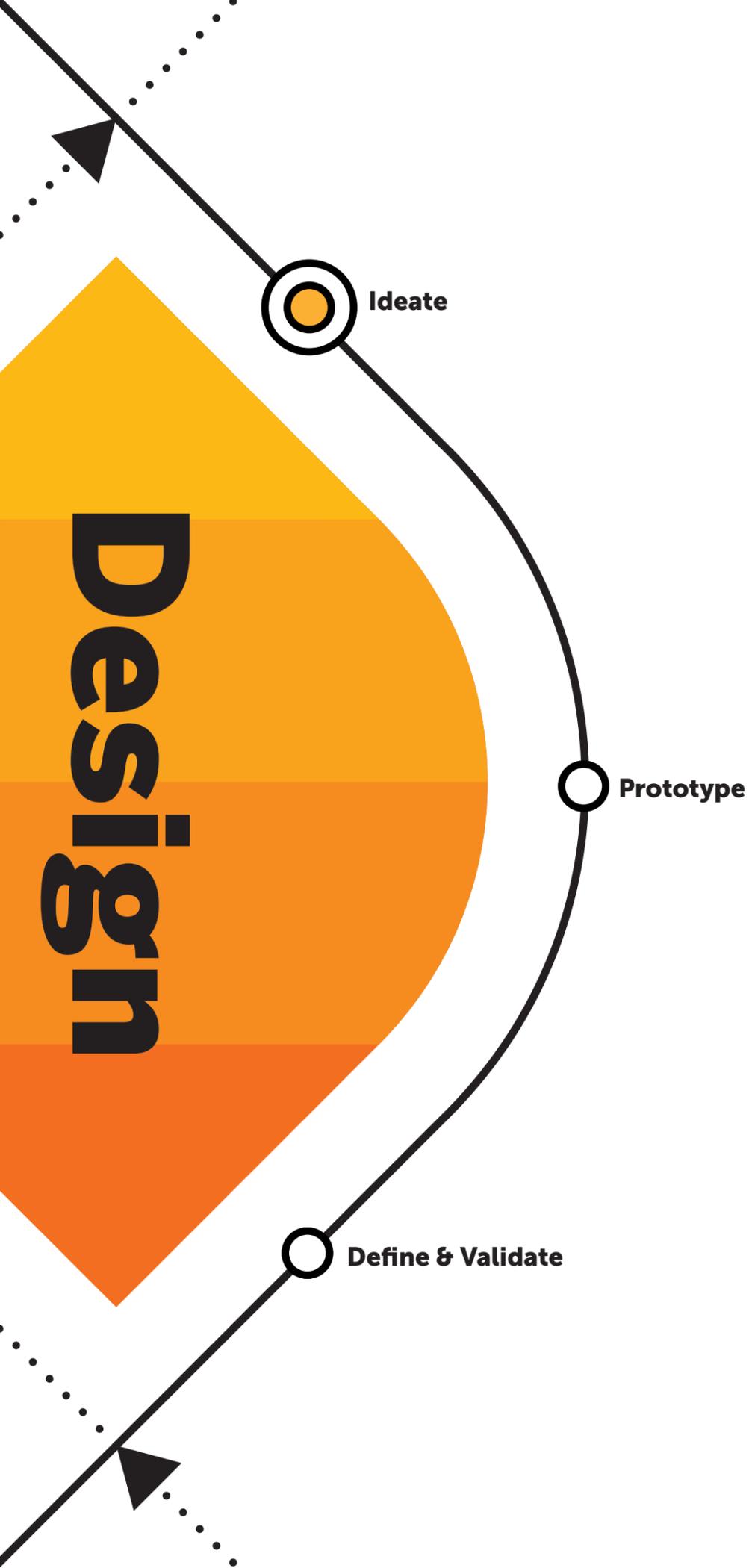


DESIGN PHASE / Joint Activity

## **6-3-5 Brainwriting**

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



## Why to use the 6-3-5 Brainwriting?

The 6-3-5 Brainwriting ideation technique helps a team come up with a large number of ideas in a short timeframe by drawing inspiration from previously mentioned ones.

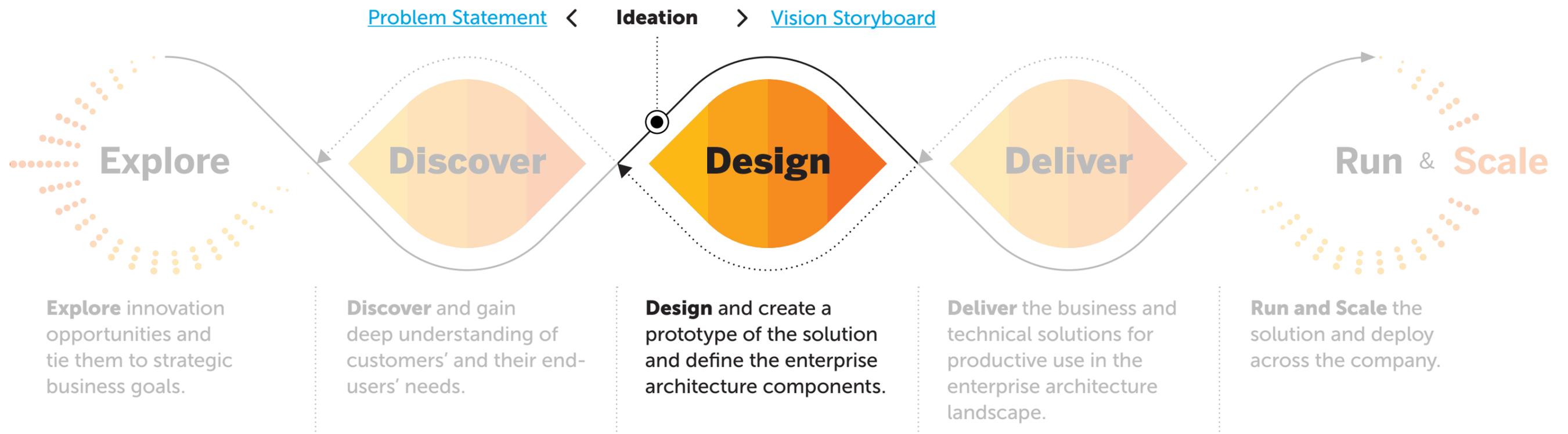
The technique considers a team of 6 people writing 3 ideas in 5 minutes each round, resulting in 108 ideas after 6 rounds or 30 minutes. The method is attributed to Bernd Rohrbach.

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

# When to use the 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.



Learn more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

# 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.

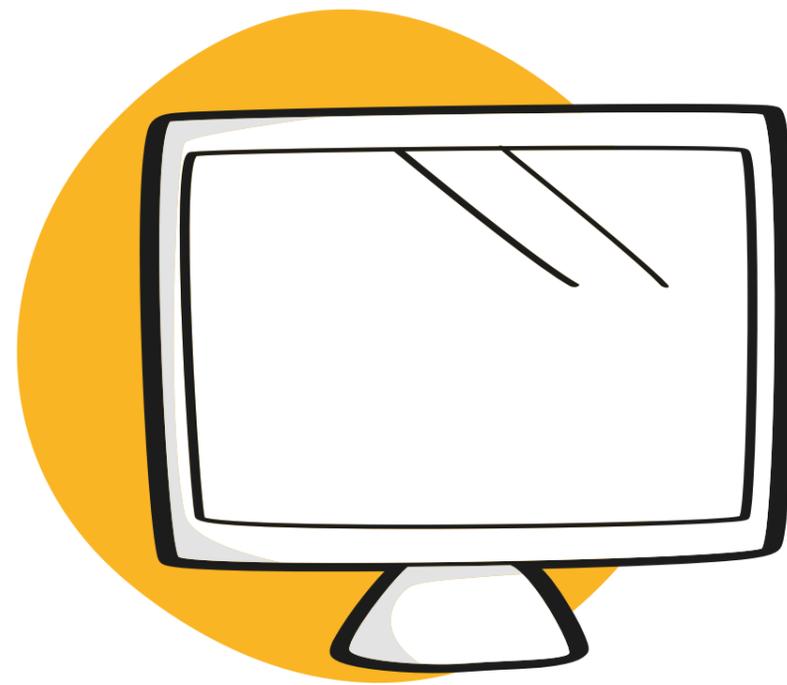
Instead of writing the ideas directly on the template, stick squared post-it notes on the provided squares to make the clustering easier later.



# Template for Print

# 6-3-5 Brainstorming

(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 v ↻ ↺ 📄 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

Yellow	Yellow	Yellow
Orange	Orange	Orange
Green	Green	Green
Cyan	Cyan	Cyan
Pink	Pink	Pink
Purple	Purple	Purple

Participant 02

Purple	Purple	Purple
Yellow	Yellow	Yellow
Orange	Orange	Orange
Green	Green	Green
Cyan	Cyan	Cyan
Pink	Pink	Pink

Participant 03

Pink	Pink	Pink
Purple	Purple	Purple
Yellow	Yellow	Yellow
Orange	Orange	Orange
Green	Green	Green
Cyan	Cyan	Cyan

Participant 04

Cyan	Cyan	Cyan
Pink	Pink	Pink
Purple	Purple	Purple
Yellow	Yellow	Yellow
Orange	Orange	Orange
Green	Green	Green

Participant 05

Green	Green	Green
Cyan	Cyan	Cyan
Pink	Pink	Pink
Purple	Purple	Purple
Yellow	Yellow	Yellow
Orange	Orange	Orange

Participant 06

Orange	Orange	Orange
Green	Green	Green
Cyan	Cyan	Cyan
Pink	Pink	Pink
Purple	Purple	Purple
Yellow	Yellow	Yellow

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