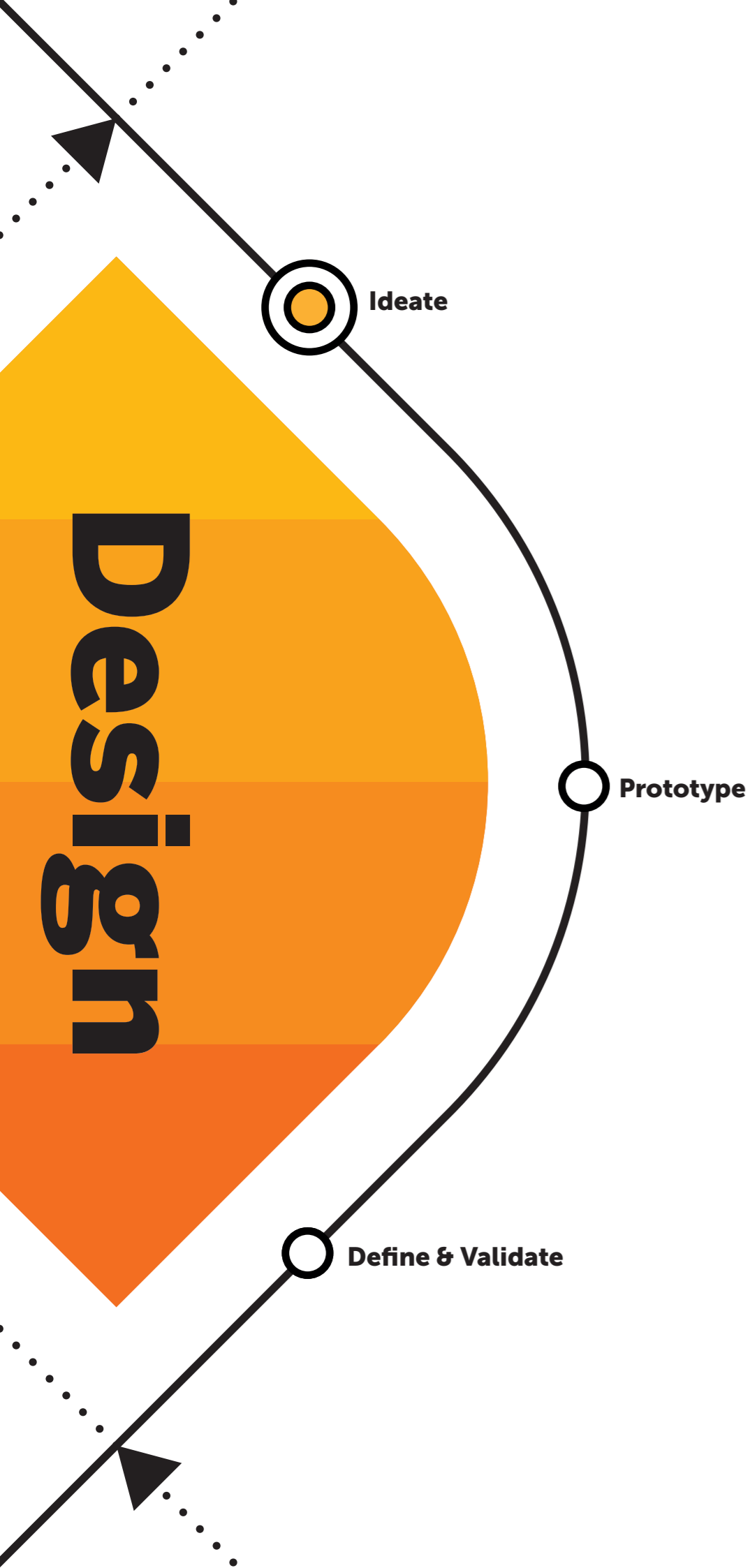


DESIGN PHASE / Joint Activity

## **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.

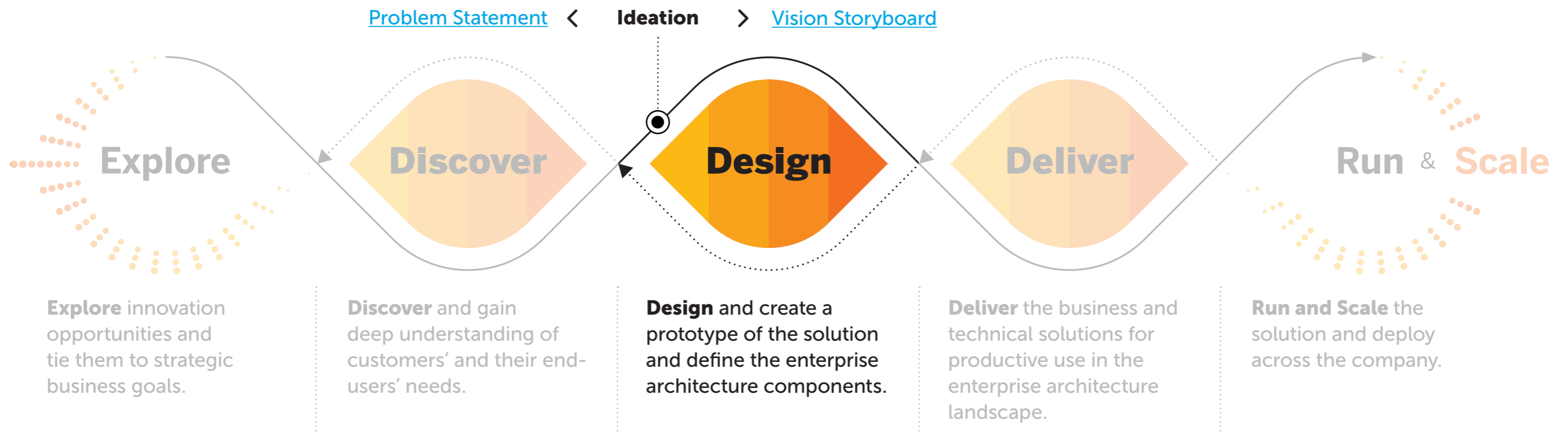
The technique considers a team of 6 people writing 3 ideas in 5 minutes each round, resulting in 108 ideas after 6 rounds or 30 minutes. The method is attributed to Bernd Rohrbach.

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.



Lear 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.

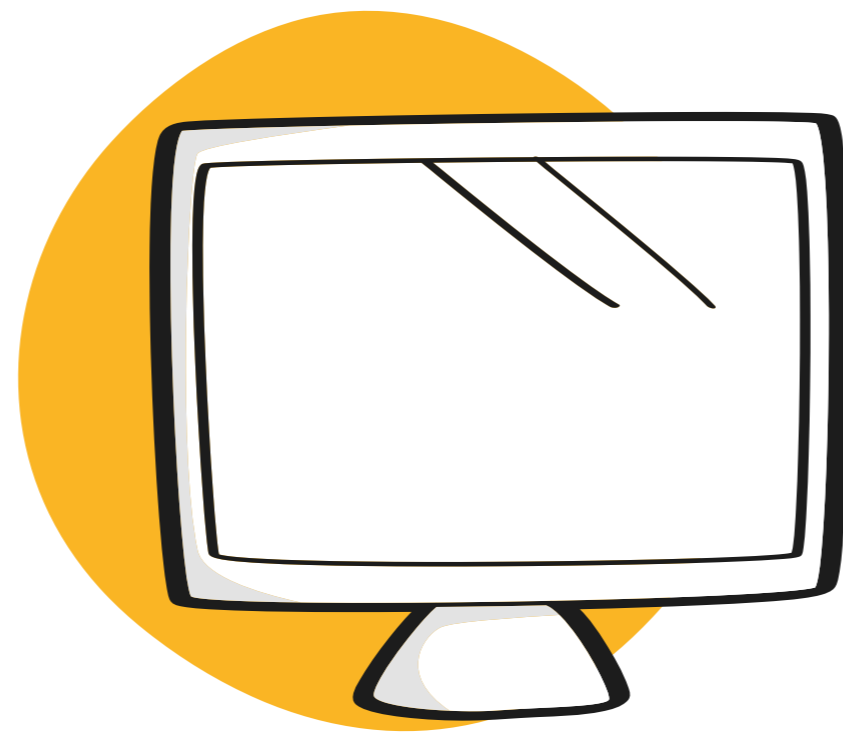
Instead of writing the ideas directly on the template, stick squared post-it notes on the provided squares to make the clustering easier later.



# 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

The screenshot shows a MURAL workspace interface. At the top, there is a navigation bar with a back arrow, the text "6-3-5", a dropdown arrow, a refresh icon, a save icon, and the text "All changes saved". On the left side, there is a vertical toolbar with icons for a document, a camera, a star, a grid, a photo, a list, a share, and a pencil. The main workspace area contains the following elements:

- A large heading "6-3-5" in bold black font.
- A sub-heading "6 people - 3 ideas - 5 minutes will give you 108 ideas build on top of each other."
- A large white rectangular box with the text "[insert your problem statement]" centered inside.
- A section titled "1. Start Brainstorming (30min)" in bold black font.
- A sub-instruction: "Select one panel and replace [ participant # ] with your name and begin the ideation on your first row post-its."
- Six participant panels, each labeled "Participant 01" through "Participant 06". Each panel contains a 6x3 grid of colored squares. The colors for each participant are: Participant 01 (yellow, orange, green, cyan, pink, purple); Participant 02 (purple, yellow, orange, green, cyan, pink); Participant 03 (pink, purple, yellow, orange, green, cyan); Participant 04 (cyan, pink, purple, yellow, orange, green); Participant 05 (green, cyan, pink, purple, yellow, orange); Participant 06 (orange, green, cyan, pink, purple, yellow).

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