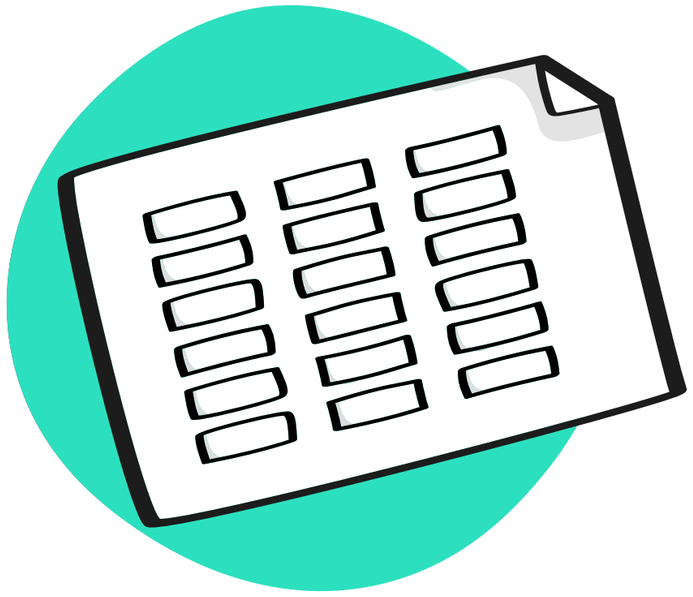
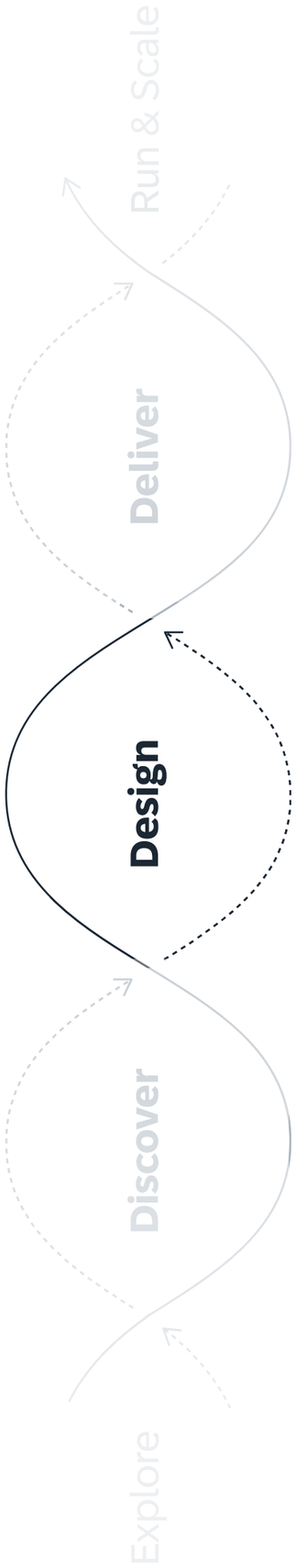


Ideate With 6-3-5 Brainwriting

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



Why To
Ideate With 6-3-5 Brainwriting

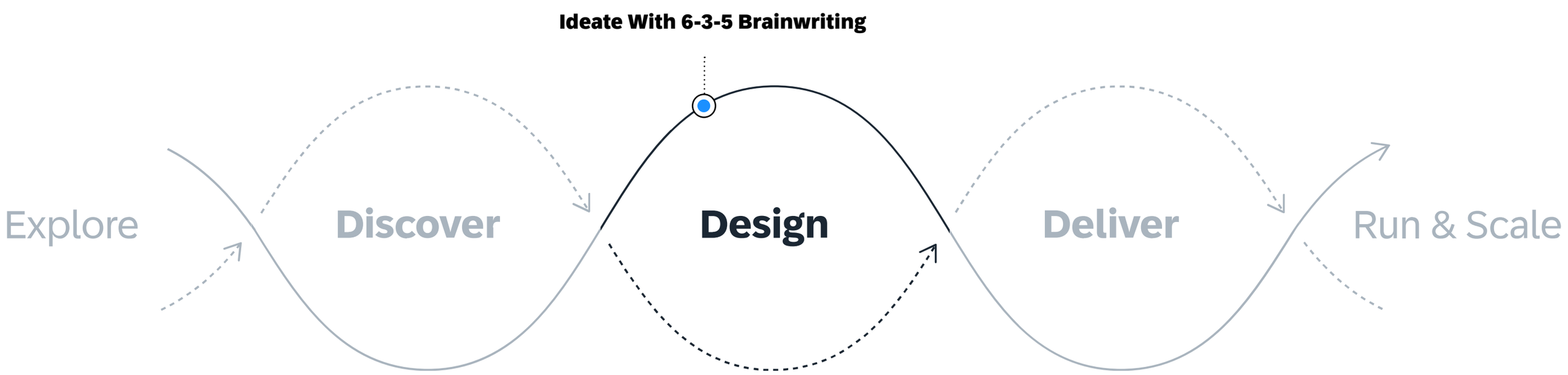
The “6-3-5 Brainwriting” technique helps a team generate a large number of ideas quickly by building on ideas shared in previous rounds.

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 team members, helping prevent louder voices from dominating the conversation.

When To
Ideate With 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** (aka "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://apphaus.sap.com/approach**

How To
Ideate With 6-3-5 Brainwriting

Duration
45 - 60 Minutes

Participation
6 People

Roles
Designers, Architects, End Users

Use Input From
- **Formulate a Problem Statement**
- **Define a Persona**
- **Map the User Experience Journey**

Steps

1. Keep the **problem statement** (aka “how might we” question) 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 on all 6 sheets of paper.
5. Review all generated ideas and cluster them.
6. Vote for the ideas you’d like to develop further.

Expert Tips

If you are short on time, give 3 minutes instead of 5 for the first ideation round, but ensure you allocate sufficient time for reading the existing ideas.

Rather than writing ideas directly on the template, use square sticky notes on the designated areas. This will make clustering easier later.

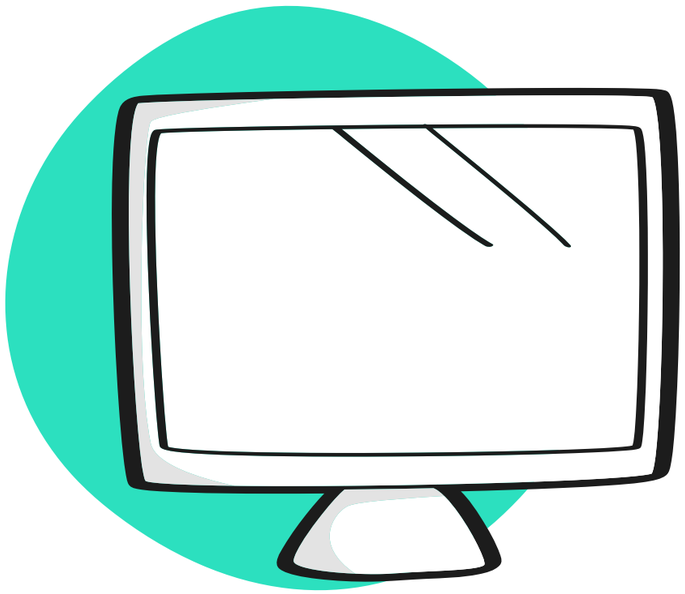
Example

6-3-5 Brainwriting

6-3-5 Brainwriting

AppHaus

Inventory Management Software (Round 1)	Mobile App for Inventory Tracking (Round 1)	AI-Powered Inventory Optimization (Round 1)
The Software keeps track of our stock levels, automates reordering, and analyzes sales data to optimize our inventory levels (Round 2)	The App has barcode scanning capabilities +integrates with popular point-of-sale systems to streamline inventory management (Round 2)	The Optimization could take into account external factors such as weather, trends, and holidays to make more accurate predictions (Round 2)
The software could also generate alerts for low inventory levels, impending stockouts, + slow-moving items to help us avoid lost sales (Round 3)	The app could include features such as order tracking, product categorization, +sales reporting to help us better understand our inventory and sales trends (Round 3)	The optimization could be done on a weekly or monthly basis to take into account changing trends and seasonality (Round 3)
The software could also offer integrations with popular e-commerce platforms such as Shopify to help us manage our online sales channel (Round 4)	The app could also integrate w/ popular accounting software to provide a more complete picture of our finances (Round 4)	The optimization could be customized based on our specific needs, taking into account factors such as lead times, supplier reliability, + product seasonality (Round 4)
software could include a user-friendly dashboard w/ customizable reporting + analytics features to help us make informed decisions about our inventory levels (Round 5)	The app could also have a social media sharing feature to help us promote our products and drive sales (Round 5)	The optimization could also take into account shipping and delivery times to ensure that we always have the right products in stock (Round 5)
software could be offered to our customers. it could have a subscription-based pricing structure with tiered plans based on the size of their business (Round 6)	The app could have a chatbot feature to provide support and answer common inventory-related questions (Round 6)	The AI-powered optimization could be offered as an add-on service for customers that have already subscribed to the inventory management software or app (Round 6)

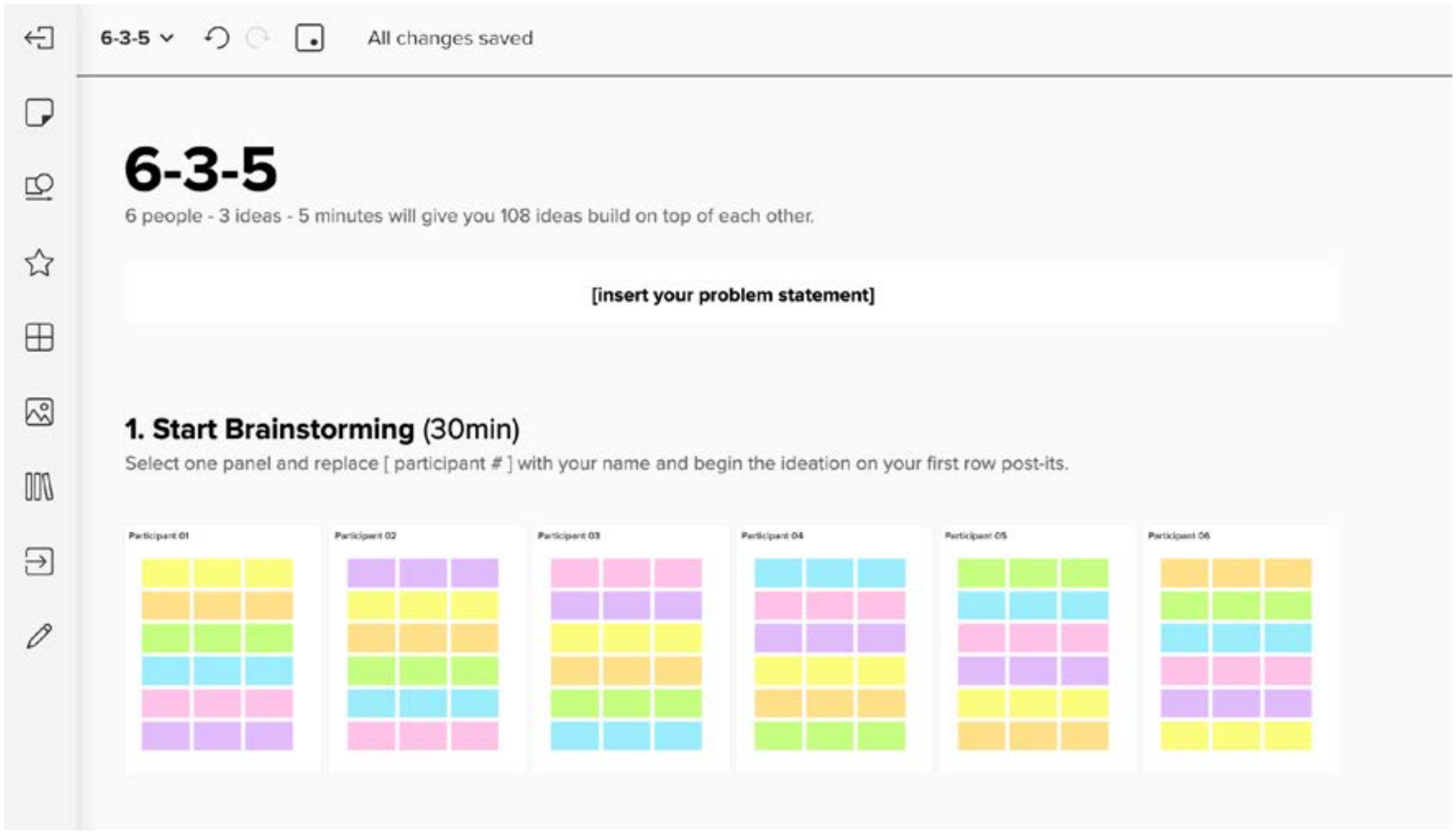


Virtual Collaboration Template

Created by **SAP AppHaus**

member of the SAP AppHausNetwork

MURAL Template



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

*Registration required