# Crazy Fours/Twos

Generate lots of ideas, quickly.

**BEFORE THIS WORKSHOP:**

1. Have a synthesis of insights, guidelines, and opportunities from Discovery work. Know what you want to focus on ideating around during this session (e.g., displaying alerts on account summary screen, compare products, etc.). Be ready to bring it into this session for a recap
2. Formulate your HMW question(s) and bring it into the session.
3. Determine how many ideas you want each participate to generate, starting with two or four is a good place to start with a group that's new at this and depending on what the HMW question is about
4. Determine best way for participants to input their ideas here if in the form of sketches (e.g., do offline and upload images, or use what's available here such as shapes, images, icons).

**RUNNING THIS WORKSHOP (60-90 minutes)**

Participants: Key stakeholders, project team members

Instructions:

1. **EXPLAIN HOW THIS WORKSHOP WILL RUN**
2. **RECAP RESEARCH**

   Whoever did the research (e.g., interviews) or generated the insights and input (e.g., journey map) will play them back to the group
3. **RECAP/INTRODUCE HMW QUESTIONS**
4. **IDEATE**

   1. Solo work: participants will then take time to generate their ideas of how to solve for the HMW question. Focus on one question at a time and, typically, there is only one question per session. Duration for this exercise really depends on what they've been asked to ideate on e.g., could be 1 minute per idea (place a search bar on the homepage) OR five minutes per idea (sketch a login module) [Incorporate method by which they will contribute to the instructions]
   2. Have each participant speak to their idea, they have a maximum of X minutes to present all of their ideas [Number of sketches determines amount of time but keep it brief].
5. **VOTE**

   Run a blind vote. The winning idea(s) will act as input for designers.

1. **REVIEW THE RESEARCH/INSIGHTS**

   [Research findings and insights here]

2. **HOW MIGHT WE....**

   [How might we.... question(s) here]

1. **IDEAS**

   [Everybody puts images of their sketches, here]

[Participant places sketches/ideas here]

[Participant places sketches/ideas here]

[Participant places sketches/ideas here]

[Participant places sketches/ideas here]

[Participant places sketches/ideas here]

[Participant places sketches/ideas here]

[Participant places sketches/ideas here]

[Participant places sketches/ideas here]