

BRAINSTORMING

Generate possibilities first. Then examine the reasoning and decide what to investigate.

QUESTION

Who needs what, in which situation? Leave the solution open.

CONTEXT & CONSTRAINTS

What is known, assumed or fixed? Attach evidence sources.

INITIAL IDEAS

Record individual responses before group discussion.

BUILD ON AN IDEA

What can be combined, extended or changed?

DIFFERENT APPROACH

What would change the service rather than add information?

OPTIONS TO EXAMINE

Preserve meaningful differences. Do not rank during generation.

BELOW THE SURFACE

Generate possibilities first. Then examine the reasoning and decide what to investigate.

MECHANISMS

How is each option expected to help?

SHARED ASSUMPTIONS

Which premise do several proposals depend on?

DECISION CRITERIA

What matters for this need, context and team?

PREFERRED & ALTERNATIVE

Keep one meaningful alternative and explain the choice.

NEXT INVESTIGATION

What evidence would support or challenge the proposal?

OWNER & REVIEW

Who acts next, when, and what could reopen the decision?