

Starburst brainstorming

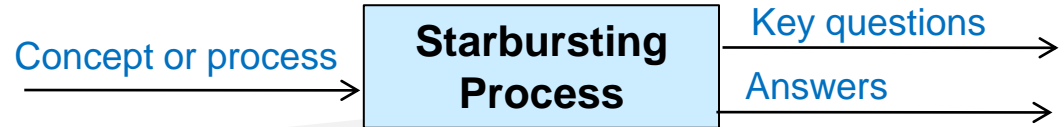
Problem

How to create appropriate brainstorming questions?

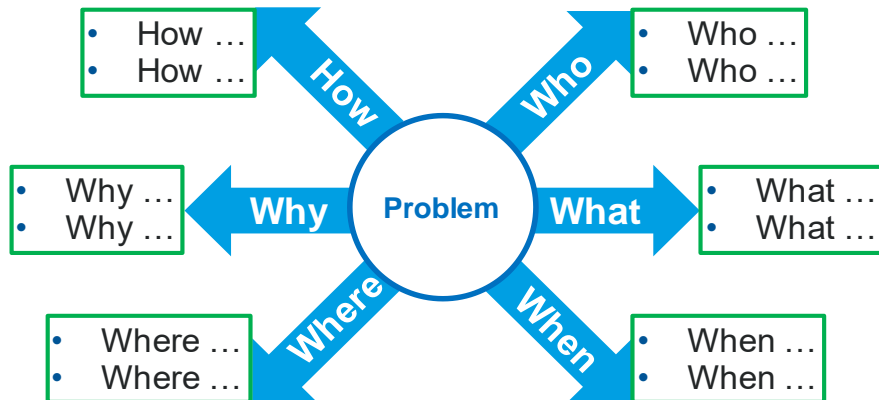
Difficulty

Easy to use

- **Starburst Brainstorming** is a type of structured brainstorming that focuses on creating key questions before finding the answers.
- The process uses a six-point starburst diagram, the points of the star are *who*, *what*, *when*, *where*, *why*, and *how*.
- The facilitator manages the process and addresses off-track (but useful) questions.



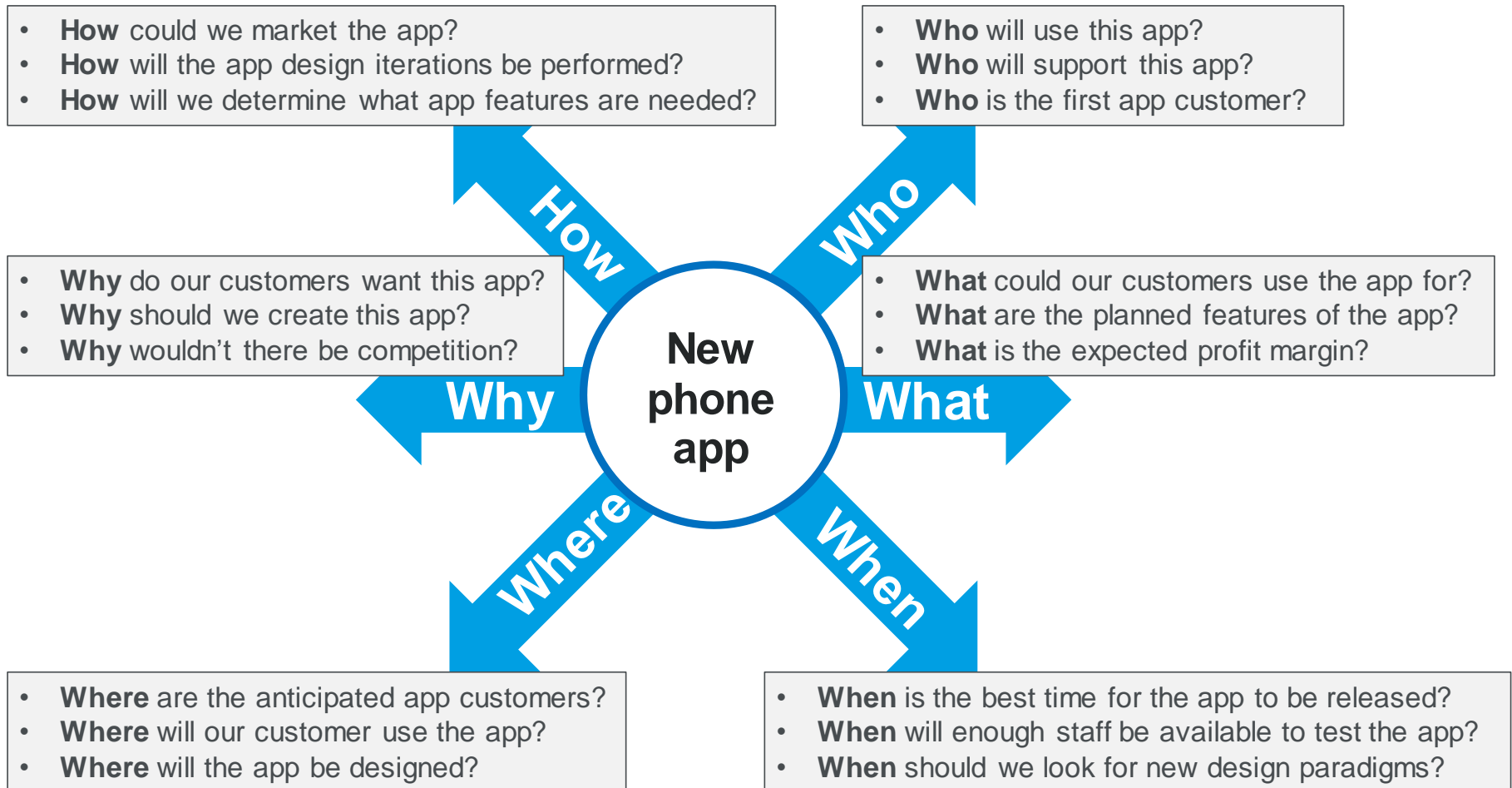
1. Construct a **six-pointed star**
 - A. Put the concept, process, problem, product or service in the center of the star.
 - B. Add the five 'W's and the 'H' at the star's points.
2. For each of the six star points, **create questions** for the word at that star point and write them down
 - A. Do not attempt to answer questions immediately.
 - B. Continue brainstorming until there are at least 3 questions for each of the six points of the star,
3. Systematically **address each question**.



Starburst brainstorming – Example – Phone App

Suppose your company is creating a new phone application.
The resulting Starburst might look as follows.

- *There are 6 collections of questions.*
- *Each collection has at least 3 questions.*



Starburst brainstorming – Notes

Slide 1

1. Starburst brainstorming is best performed with no more than 6 people (otherwise the sessions takes too long).
2. Pros of Starbursting
 - Starbursting often raises questions not usually asked in a typical brainstorming session.
 - Starburst questions and answers may lead to new product concepts.
3. Cons of Starbursting
 - After a starburst session, there are many next steps such as creating project goals and a project timeline.
 - Starbursting can be time-consuming, it might be inappropriate for time-critical problems.

Slide 2

1. Instead of one starburst meeting, you can hold 2 brainstorming meetings, one to create the questions (starbursting) and one to answer the questions raised.
2. The questions raised in a starbursting meeting
 - Can be related to any problem related issue, from cradle to grave;
 - Can address abstract concerns such as whether the product achieves company, is good for society,, etc