

Mind Mapping

Design Method . Generating

Mind Mapping is a brainstorming method used to generate and connect ideas around a central challenge. It involves branching out from a main topic into different approaches, concepts and possibilities. The aim is to explore a broad range of ideas and discover connections that might lead to creative solutions.

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1. Start with a challenge. Write your challenge or How Might We question in the centre of a large sheet of paper or digital whiteboard. For example, “How might we help Bev independently control her TV?”

2. Create your main branches. Think of different approaches to solving the challenge and connect them to the centre. For Bev, these might include larger buttons, voice control, alternative switches and hands-free controls.

3. Expand each branch. Add related ideas, features or possibilities. For example, the alternative switches branch might include a large push button, foot switch or customisable switch placement.

4. Explore connections. Look for opportunities to combine ideas from different branches. For example, could a large switch be combined with a simplified TV interface?

5. Review your mind map. Highlight any interesting or promising ideas to explore further. Keep the full map as a record of your thinking.