

Name _____

EGE2123 BRAINWRITING IDEATION TOOL (6-3-5 tool)

Note: You will NOT be working with your team on this ideation exercise.

Names of those at your table: _____ **Your Opportunity/Problem:** _____

a) _____ **1**

b)

c)

(name) _____ 's Concepts

a) _____ **2**

b)

c)

(name) _____ 's Concepts

a) _____ **3**

b)

c)

(name) _____ 's Concepts

a) _____ **4**

b)

c)

(name) _____ 's Concepts

a) _____ **5**

b)

c)

(name) _____ 's Concepts

a) _____ **6**

b)

c)

(name) _____ 's Concepts