

How to organise an online (food) brainstorm?

...highly creative and effective

1. Set objective and determine scope

- Be clear about expected output of the workshop and the bigger goal of the project
- Define the playing field. What is in scope? And what is out of scope?
- Share with all participants



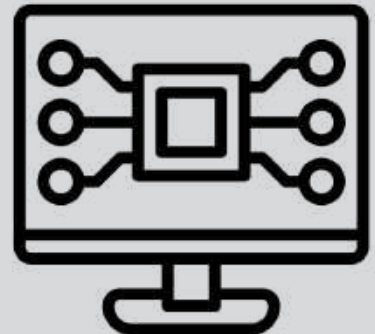
2. Choose creativity techniques

- As with normal brainstorms, choose appropriate creativity techniques
- Apply design thinking into your workshop
- Alternate divergent and convergent thinking
- Think in words, numbers and images



3. Choose digi-tools

- Choose a conferencing application and a brainstorm/whiteboard application
- Run them in parallel
- Check out different brainstorming tools and decide which fits your budget and workflow best e.g. Mural, Conceptboard, Miro, Stormboard etc.
- Mural is our favourite



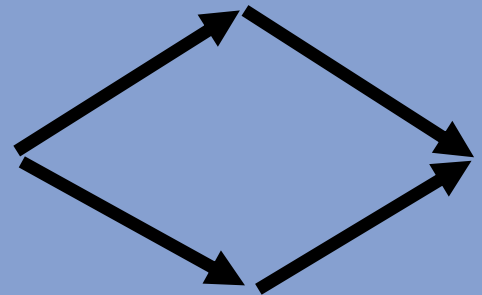
4. Inspire

- Good input = good output
- Start with an inspirational speaker. For example a lecture about food trends.
- Make the session more vivid and multi-sensory by sticking a lot of visual inspiration images on the wall



5. Divergent and convergent thinking

- Make an agenda with 2-3 idea generation rounds
- After each round make a selection of the best ideas
- Many digital tools have great, objective voting functionalities



6. Explore selected ideas

- Let participants work on selected ideas in groups and break out in rooms
- Let them bring every selected idea into a well-defined concept with help of a template
- Present to each other



7. End & Next steps

- Share next steps and tell what will happen with all ideas
- Evaluate the session briefly and thank everybody



8. Last tip

- If it is the first time you are organizing a session online: **exercise, exercise exercise** in advance!



How it might look

Ideation new potato dishes



The scale we are working on

round 1 - Street food inspired



round 2 - make eco-positive choice



Fictional example of digital white board

Please share and comment.

FOOD
BY
DESIGN

Like to learn more?

Look on <https://foodbydesign.nl/innovation-blog/>

Don't feel like doing yourself?

Hire us for an inspirational:

- Food ideation
- NPD session
- Inspirational food trend presentation

www.foodbydesign.nl

contact@foodbydesign.nl

Marielle Bordewijk +31(0)624627949

Marleen Zaalberg +31(0)53186848

Jeroen Slappendel +31(0)641122661



Icon credits: Noun project

'The visual workflow worked very well. I am amazed with the outcome!'

'It was highly effective ... and cost saving. As we did not need to fly in colleagues from the others side of Europe'

'I really feel tech-savvy now!'

'Live sessions are more fun. But I am pleasantly surprised by the effectiveness and the quality of the ideas.'

