Overview
In this assignment you will use the brainstorming method you learned in class to develop your group project idea. You should conduct at least one one-hour brainstorming session with your group members. This write-up comprises the complete list of ideas that you generated, and then the final project idea.

Deliverable
You will submit two (2) copies of a printed essay of no more than 4 pages of text to 529 Soda. You must also put a copy of the essay online (instructions will be given in lecture Weds). Your essay should follow the outline below and will be graded using the writing guidelines detailed later in this handout.

1. Each team member’s name.
2. Your brainstorm ideas. This should be a list of at least 20 numbered ideas (preferably 30-60) that you came up with during your brainstorming session.
3. A paragraph explaining your choice of the idea you selected.
4. Target user group description (personae not required) (paragraph)
5. Problem Description (paragraph)
6. Problem Context (paragraph)
7. Solution Sketch (paragraph + sketches)

Writing Guidelines

Brainstorm Ideas (10 points)

This will depend on how many ideas you generated, how creative they were, whether there was evidence of build/jump in the list, etc.

Target group, Problem Description, Context, Solution (2 points each).

You will score based on the quality of each item, using similar criteria to the individual project idea.

Writing Clarity (2 points)

Less is more. Try to say what you need to as succinctly as possible. But don’t skip any important details.