



DIGITAL STORYTELLING (DST) STEP 1: BACKGROUND RESEARCH AND AUDIENCE INSIGHT / ASSIGNMENT 4

DST1-4 Assignment: BRAINSTORMING AND IDEA RANKING

Phase 1: Generate lots of ideas

- Start thinking about your sustainability challenge and digital storytelling (DST) topics freely and creatively. At the beginning, you need a great number and high diversity of digital storytelling topics and ideas.
- To familiarize yourself with ideation and innovation, go to the [Google Design Sprint Methodology](#) website and go through the steps and methodologies of the design process.
- To generate lots of ideas in a short period of time, select an [ideation method Crazy 8's](#).
- Create one idea in one minute and keep going until you have created 8 ideas in 8 minutes.
- Do not fall in love with your first idea. Persist in generating more ideas and keep an open mind. The more ideas you have, the easier it is to group and combine them and to select the most promising ideas for further refinement.

Phase 2: Group and rank your ideas

- Present and discuss your ideas together with a group of 4-5 colleagues.
- Rank your ideas using a [COCD Box template by Tuzzit](#), placing all your ideas in four categories according to how feasible or original they are.

Phase 3: Present your ideas to get feedback

- Finalize one COCD Box template. Include ideas in all four boxes. Be short and simple when naming your ideas. The names/descriptions must be concrete enough for everyone to understand, but concise enough to fit the COCD Box template.
- Use the COCD Box template to present your final idea rankings to other colleagues and/or stakeholders involved in your DST project.
- Listen to and make notes of all the feedback. Be prepared to change your mind and get new ideas. Sometimes your audience may, for example, suggest that you move your original idea from one box to another or that you combine two or more ideas and transform them into a new idea.
- Write down all the most important feedback. Continue ideation with other creative methods available on the [Google Design Sprint](#) website.

