



The Structured Idea Generation Method (often called 6-3-5) enables structured idea generation and further development in all iterations and over the entire design cycle. It requires participants to work on three ideas in each round after the problem has been defined.

DIY: STRUCTURED IDEA GENERATION (6-3-5 METHOD)



Project/Problem Area:

Date and Time:

1: Challenge

Describe the specific problem to be solved or the defined Point of View (POV).

2: Idea Generation & Development

Idea Matrix Development

Perform the idea development process with the team. Each participant works on three ideas in each round, which are then passed to the next person for iteration.

3: Consolidation and Evaluation

The team members can now present their ideas.

space for summarizing or transferring the best ideas from the matrix before clustering.

4. Idea Grouping

Group similar ideas and, for example, carry out a final evaluation round with dot-voting.

5. Evaluation

Record the best ideas and assign priorities.