


**CREATE & APPLY  
SHARE  
HUMAN  
CENTERED  
DESIGN KNOWLEDGE**

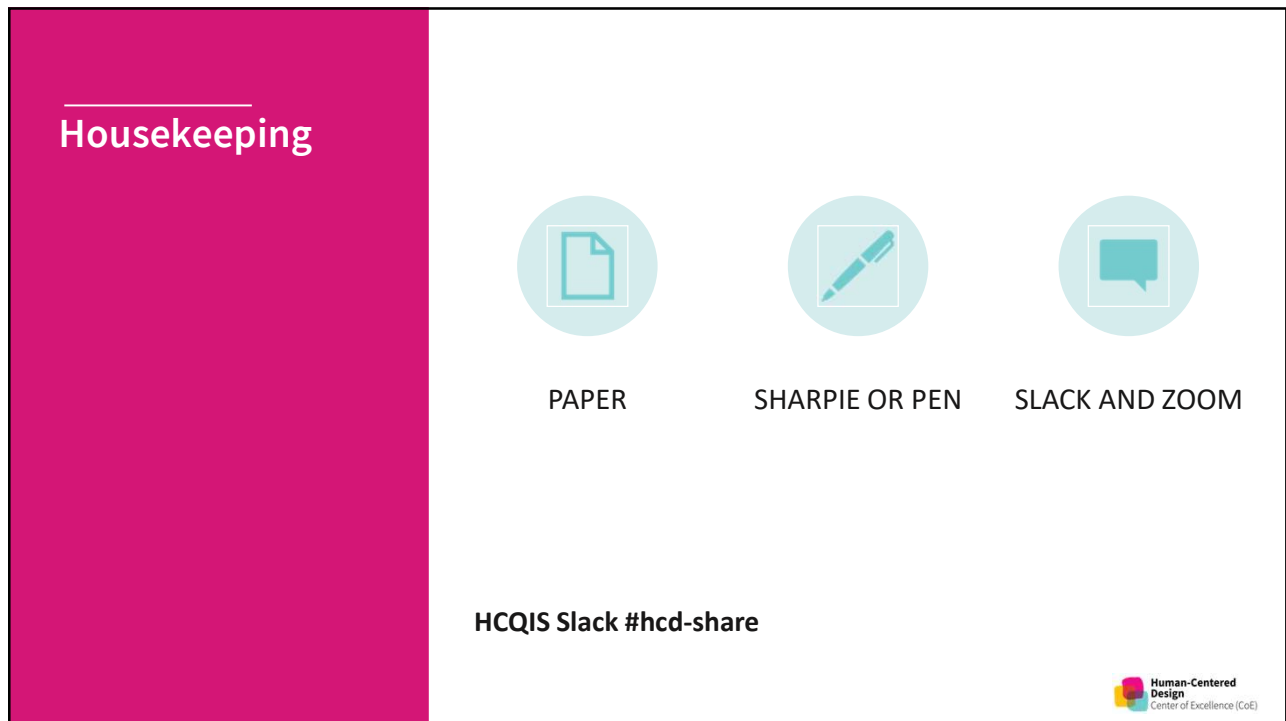
**Brainstorm Better**  
Improving a Critical Skill

HCD Community of Practice


May 29, 2020




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**Housekeeping**



PAPER




SHARPIE OR PEN



SLACK AND ZOOM

HCQIS Slack #hcd-share



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# AGENDA

How might we use data to inform actionable insights about the customer experience?

1. Why Brainstorm?
2. Quietstorming
3. Questionstorming
4. SCAMPER

**figure** 8 THINKING

natalie@figure8thinking.com

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# SCAMPER

How might we use data to inform actionable insights about the customer experience?

- reverse
- substitute
- combine
- eliminate
- adapt
- put to other us
- modify

figure THINKING

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**Q&A**

HCQIS Slack [#hcd-share](#) | [Zoom Chat](#)

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## Quick Info

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## Contact

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Standards



Services



Advocacy



Resources



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# Upcoming programs

Open call for presenters, panelists, speakers


- HCQIS Slack #hcd-share or email [hcd@hcqis.org](mailto:hcd@hcqis.org)

Top topics of interest


- accessibility
- case studies
- interaction design
- visual design

Coming up

- Content strategy on Friday, June 26



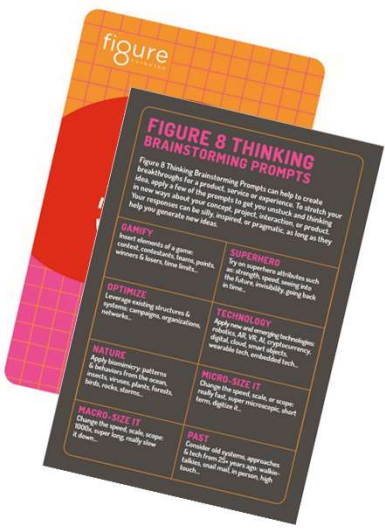
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## Brainstorm Better





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Thank You!

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Text  
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**NATALIE NIXON**  
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"Natalie Nixon's new book provides a fresh primer on how to cultivate creativity in the workplace."  
NIR EYAL, bestselling author of *Hooked* and *Indistractable*

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See you next time: Friday, June 26





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## Contact Us

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