



# Brainstorm in a Box

Welcome to the Brainstorm in a Box for our Voting Challenge! We're tackling the topics of elections and accessibility and we're glad you can join us.

In the Concepting phase we're seeking your fresh ideas that address the challenge question. These could be big ideas, little ideas, high tech ideas, low tech ideas... all are welcome.

Running a live brainstorm with your friends and colleagues is a great way to get some ideas down quickly and easily.

This "Brainstorm in a Box" is a handy tool for hosting your own brainstorm!

Once you've run your brainstorm, be sure to upload your ideas online at: <http://bit.ly/vote-ideas>



---

How might we design an accessible election experience for everyone?

Open IDEO



## Here's how...



### 1. Gather your participants and materials

Send out an email, organise brunch, get your brainstorm group together. 3-5 is a good group size. Alternatively, you could also use this guide to brainstorm on your own while riding the train to work.

Materials to have ready include blank paper (or printouts of the Concept Capture Sheets we're providing you in this package), post-its, sharpies. M&Ms and sweets are good for a pick-me-up during long brainstorms.

### 2. Pick a brainstorm topic

We prefer to pick a topic in the form of a "How might we..." question. Like, "How might we foster a sense of community for all voters on election day?"

### 3. (Optional) Start with a warmup exercise

To get warmed up, you might want to try a quick 5 minute warmup exercise that's related to the topic (also on the next page...)

### 4. Rapidly brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... read the Rules of Brainstorm ([http://bit.ly/oi\\_brainstorm](http://bit.ly/oi_brainstorm)) before you start.

### 5. Upload the concepts

Potentially the most challenging and important part of your mission. Uploading the ideas to OpenIDEO afterward! With the Concept Capture Sheets, you can easily scan them all in at work, or take photos of each and upload as images in the concepting form.

<http://bit.ly/vote-ideas>



# Brainstorming topics

**How might we design new tools, resources or processes that enable any voter to cast a ballot independently and privately?**

Often people with accessibility concerns need to rely on trusted friends (or even strangers) to help them cast a ballot. How might we use technology to enable independence among voters?

**Warm-up: List 10 tools you use that help you move through your day independently.**

---

**How might we redefine the space and place of voting so that the election is accessible for all?**

Think about building off existing routines (like grocery shopping, riding the bus, surfing the web) to meet people where they are. Can we move beyond the polling place and find ways to bring the election experience to everyone?

**Warm-up: List 20 of the wackiest places you could ever imagine casting an election ballot**

---

**How might we design support systems and training tools to encourage empathy among poll workers?**

Poll workers are the front-lines on election day. How can we provide them with the resources they need to better anticipate voters' diverse needs?

**Warm-up: List 10 examples of when you felt like someone else was anticipating your needs.**

---

**How might we design for flexibility in elections?**

Election accessibility looks different depending on a voter's abilities. Can we identify tools, technologies and processes that enable elections to be flexible and adaptive to each person's unique needs?

**Warm-up: List 10 processes or systems that are flexible and successfully adapt to people's changing needs.**

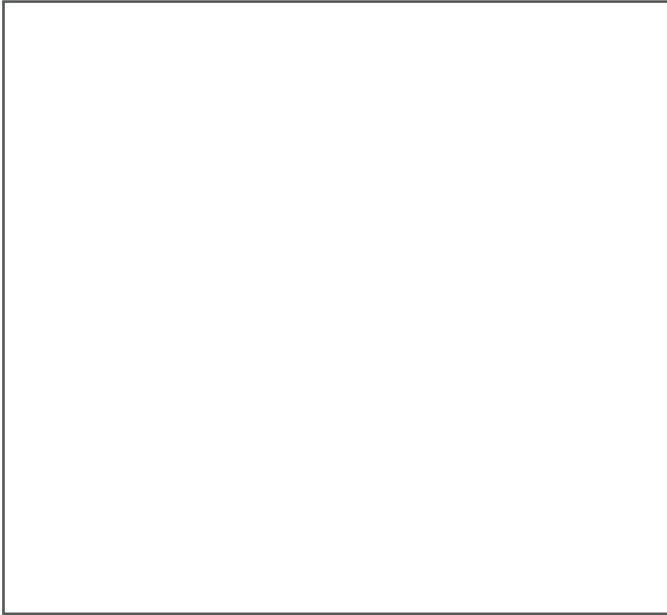
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

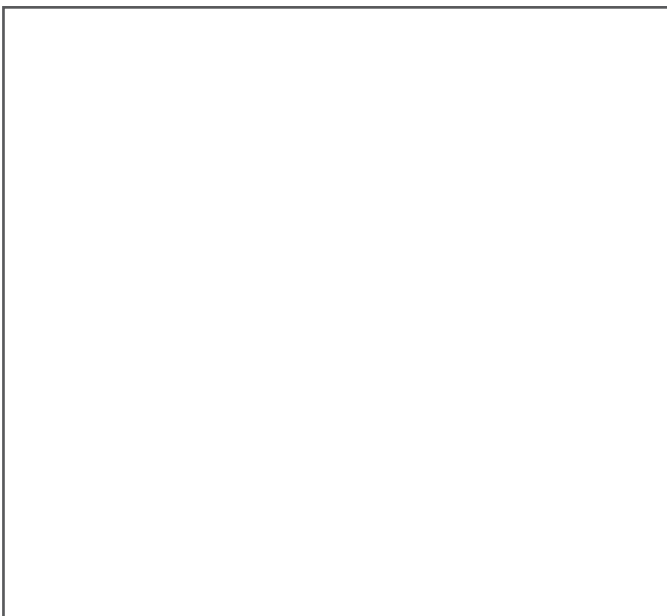
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

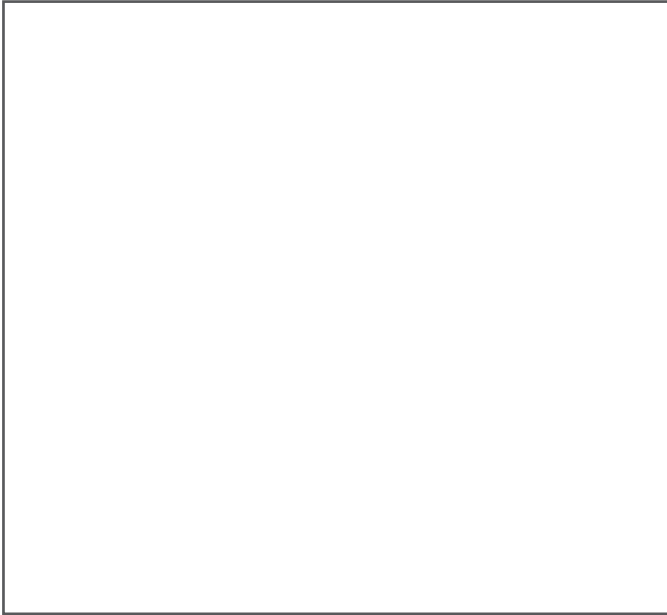
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

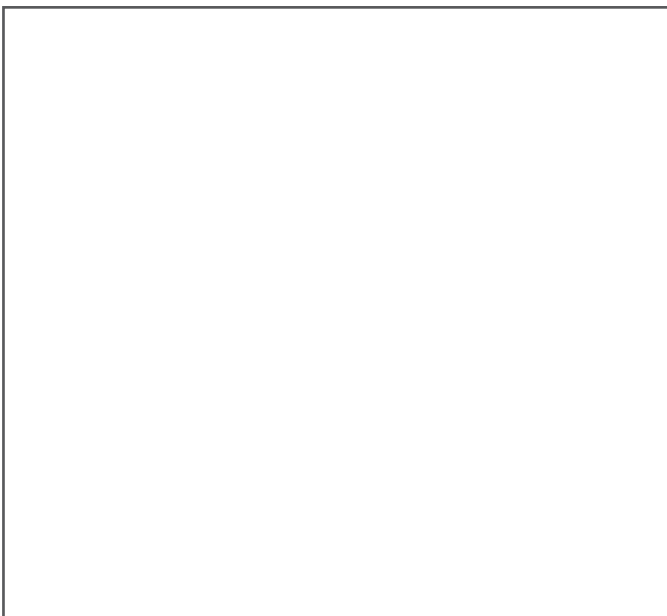
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

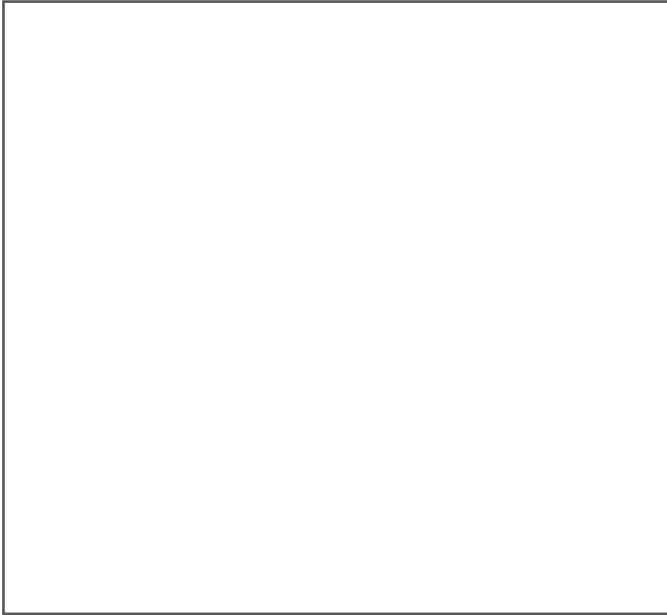
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

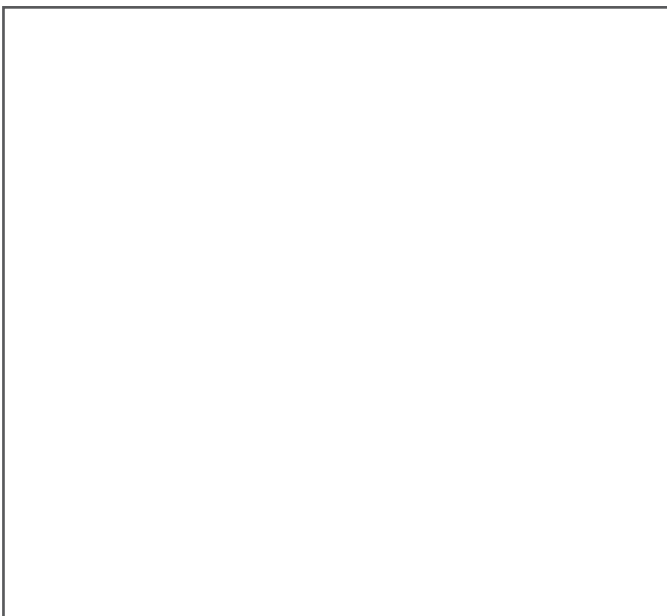
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

---