PRODUCT DEVELOPMENT

Worksheet #2

List names of team members:

Step 1:

Brainstorm at least 10 items you might create from the items in your bag. (No criticism of anyone's suggestion by anyone is allowed. All suggestions should be recorded (even the crazy ones).

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Step 2:

Screen ideas. Once the team puts together a list of ideas for a product, the team must evaluate each idea. In the table below list the pros and cons for each brainstorming idea.

|  |  |  |
| --- | --- | --- |
| **Idea** | **Pros** | **Cons** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |
| **5** |  |  |
| **6** |  |  |
| **7** |  |  |
| **8** |  |  |
| **9** |  |  |
| **10** |  |  |

Step 3:

Choose the best idea and list it below. Begin developing your product