



Cardstorming

What is it for?

.....
A workshop process that enables the group to quickly order brainstorm data and to clarify meaning.

Time & People

.....
20 - 60 minutes
15 - 50 people
Ideal: around 20

Materials

.....
Blank cards or post-its
Pen/pencil per person
Blank wall

Source

.....
Institute of Cultural Affairs (ICA)
Technology of Participation

And...

.....

- Write up the focus question for the cardstorming process where everyone can see it - refer to it often.
- Introduce the workshop with a context describing what the group will be doing, why it's important, what the product will be and how long it will take
- Ask participants to individually brainstorm their ideas about the topic
- Form pairs or triads and ask the groups to discuss their ideas and write up 5 - 7 ideas individually on A5 cards (NB: you will want to generate about 30 ideas)
- Ask the groups to spread their cards in front of them and ask for one card per group to post (provide some criteria: eg, best idea, most outrageous, most creative, most obvious etc)
- Post the cards one at a time on the wall, clarifying meaning as you go
- As more cards are posted, group similar cards together
- When all the cards are posted do a review
- Then name the clusters, starting with the largest cluster (NB: allow enough time to discuss insights and insist on a descriptive name, rather than a one-word title. Refer back to the focus question when the group gets stuck)
- When all the clusters are named, check for any further variations or if anything is missing
- Reflect with the group on the work they have done