



unlock mental
verbal
SILENCE

make east-Asian students more integrated and engaged
in brainstorming with west teammates

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Less engagement from East-Asian students
in current brainstorming sessions

Design Goal

MAKE
EAST-ASIAN
STUDENTS FEEL MORE
INTEGRATED
& ENGAGED

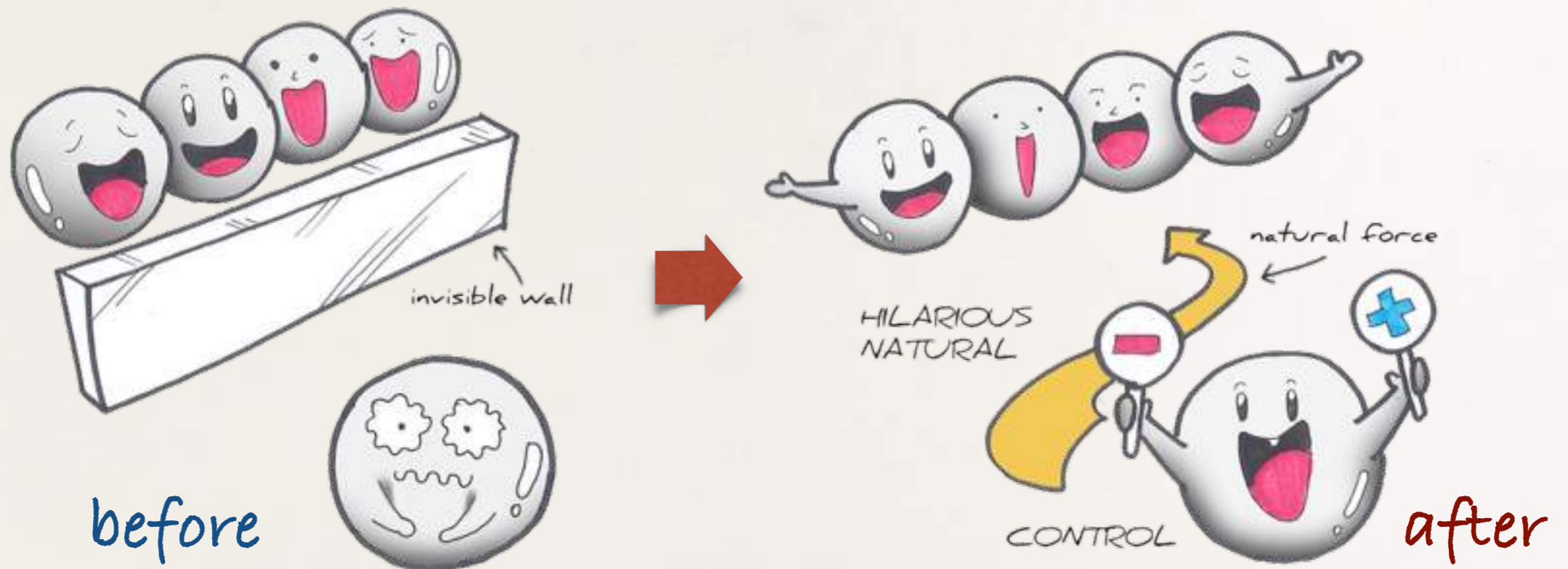
IN BRAINSTORMING WITH
WESTERN TEAMMATES





MAGNETIC BALLS

connect each other tightly with the natural force



Cycle 1-Contextual Inquiry



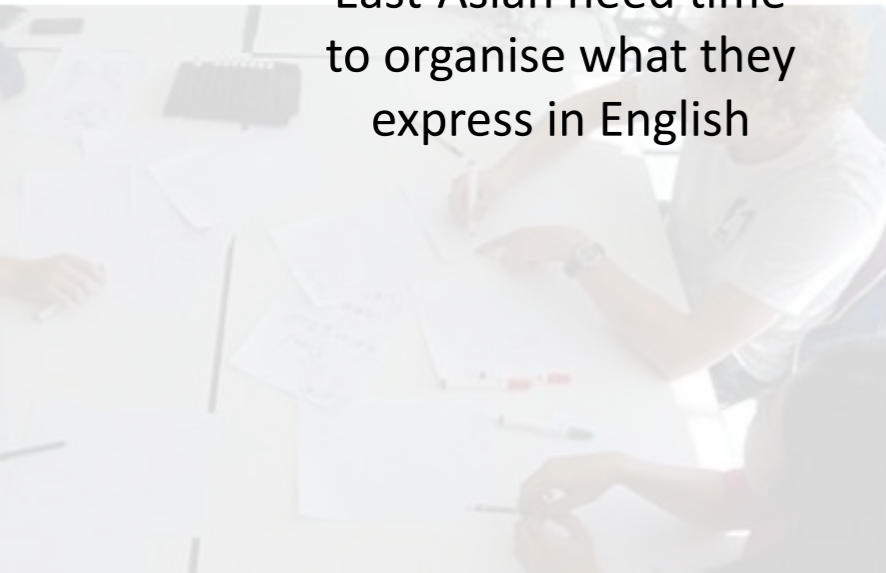
reasons for East-Asian's less engagement



interview

short time

East-Asian need time to organise what they express in English



worry

East-Asian worry to offend others in brainstorming

atmosphere

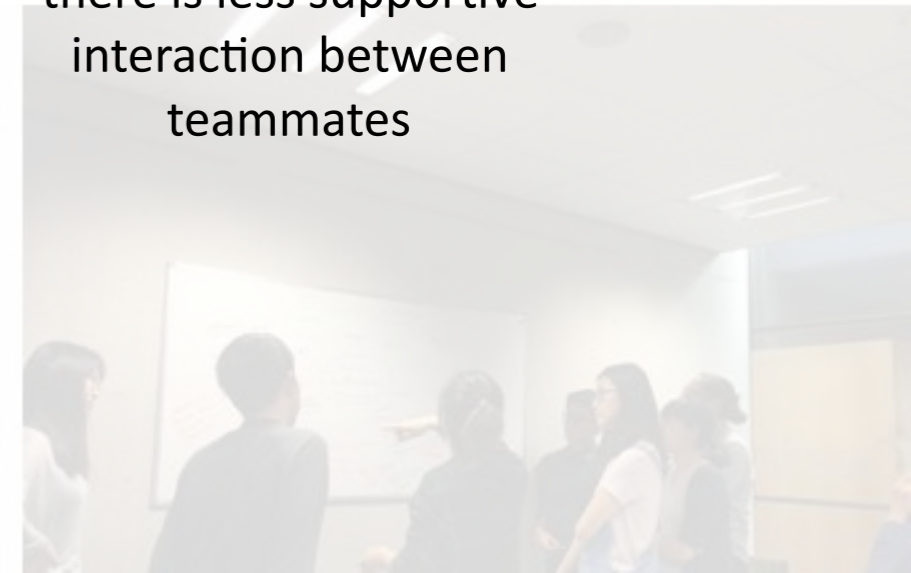
current atmosphere is intense and not relaxed.



observation

teammate

there is less supportive interaction between teammates



Cycle 1-Contextual Inquiry

Introduction | Vision | **Exploration** | Final Concept



Design the **Rules** to Facilitate
Supportive Interaction between Teammates
& Create **Relaxed Atmosphere**



GROUPING

is the best way to relieve East-Asian's insecurity in brainstorming discussion

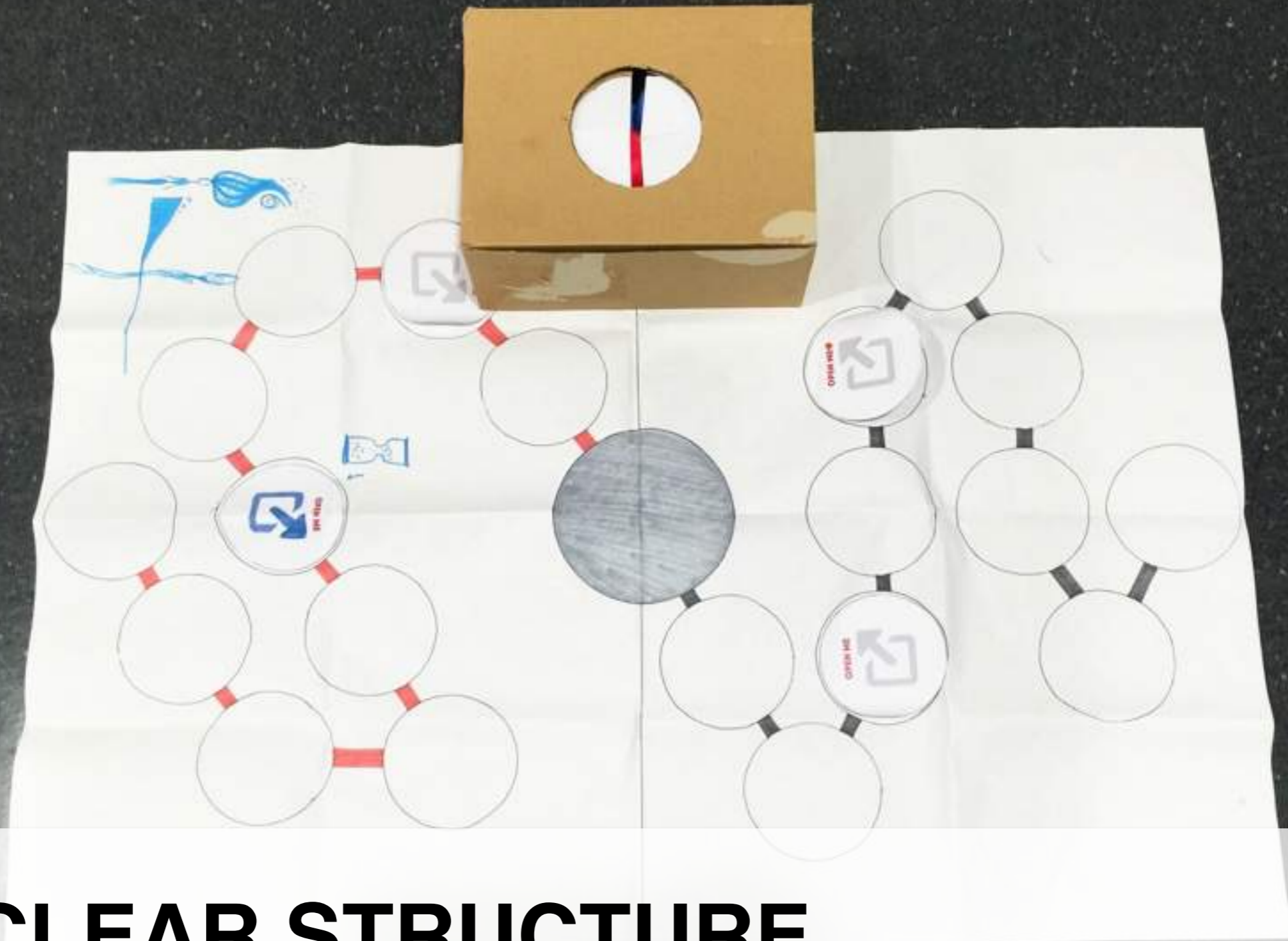




TASK!
teach everyone
how to say
"You are cute"
in your own language
Je bent schattig

SOCIAL TASKS

a facilitation between teammates and
a positive intervention for brainstorming

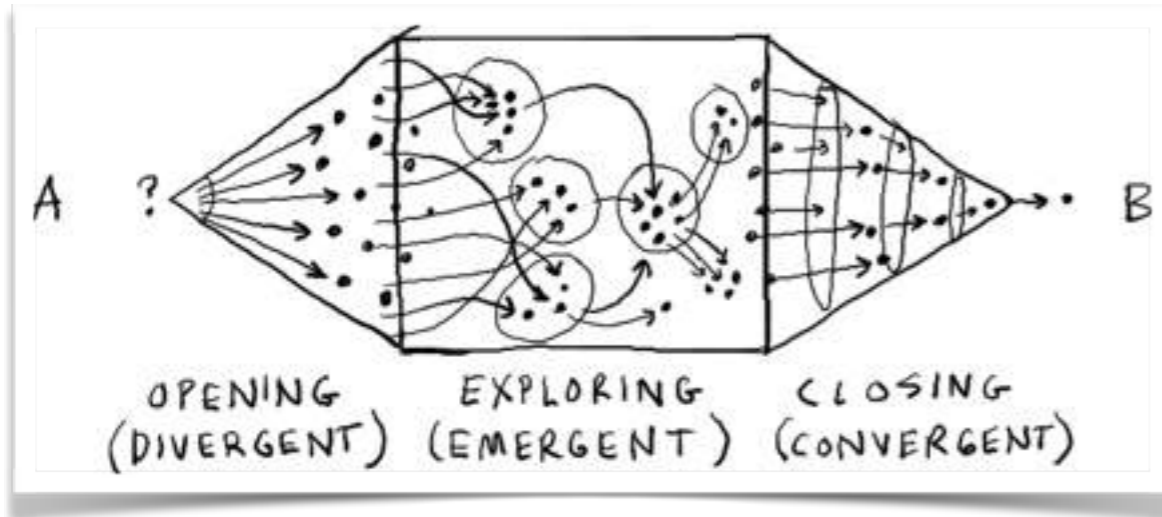


CLEAR STRUCTURE

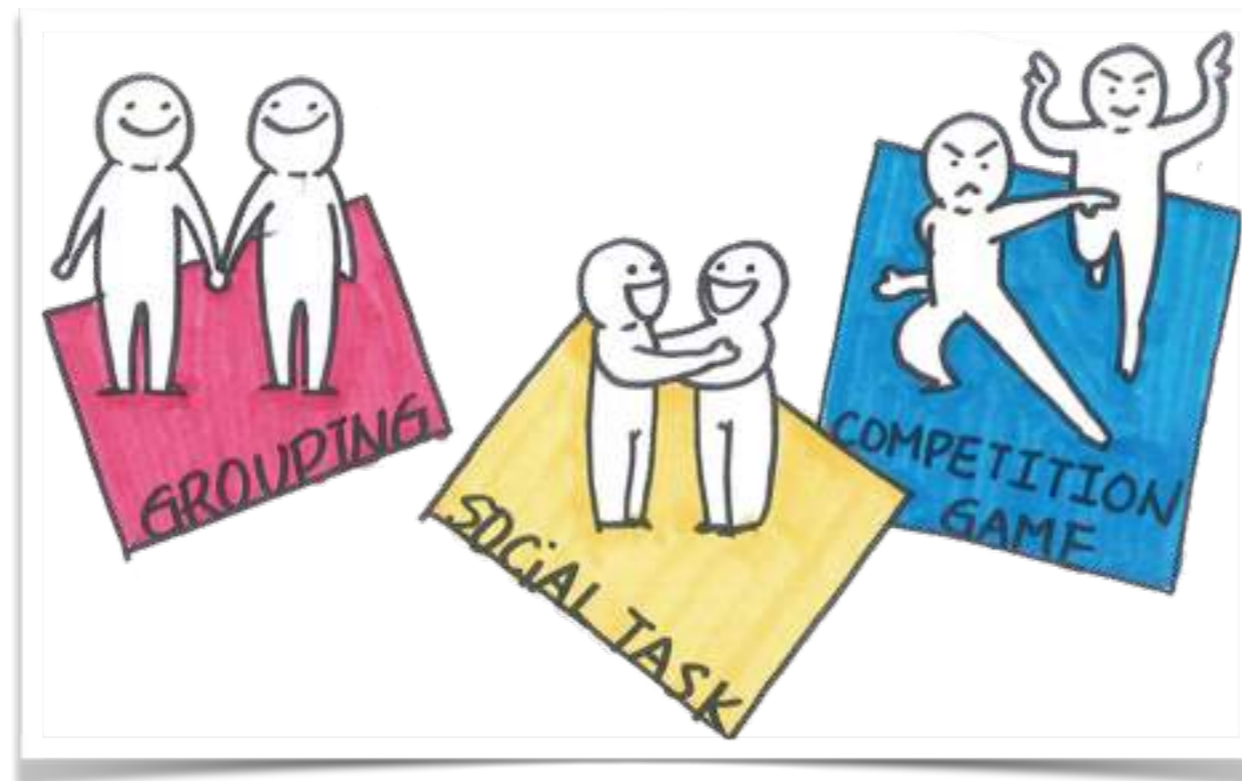
my concept should serve as a well-organised and clear structure to guide brainstorming process

Cycle 3-Testing of Initial Concept

follow three phases of brainstorming

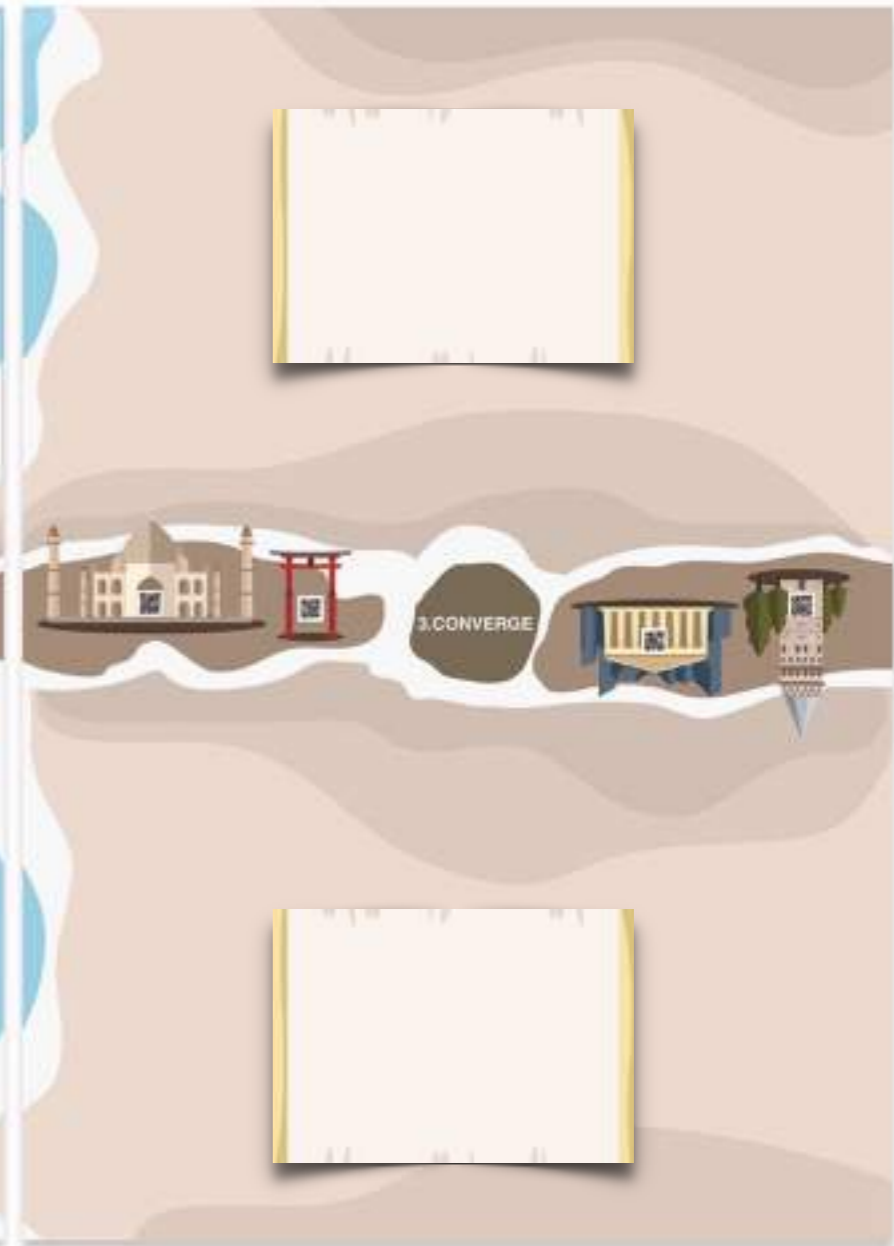


visual design: world map

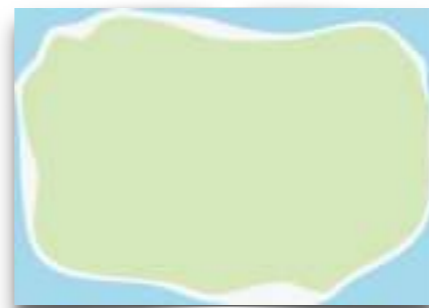


integrate factors that make East-Asian secure

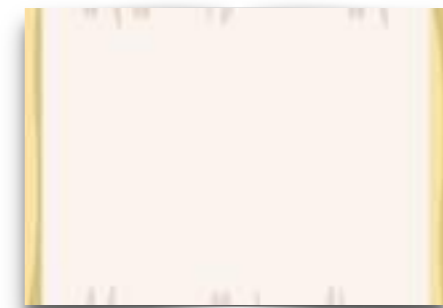




post-it for divergence



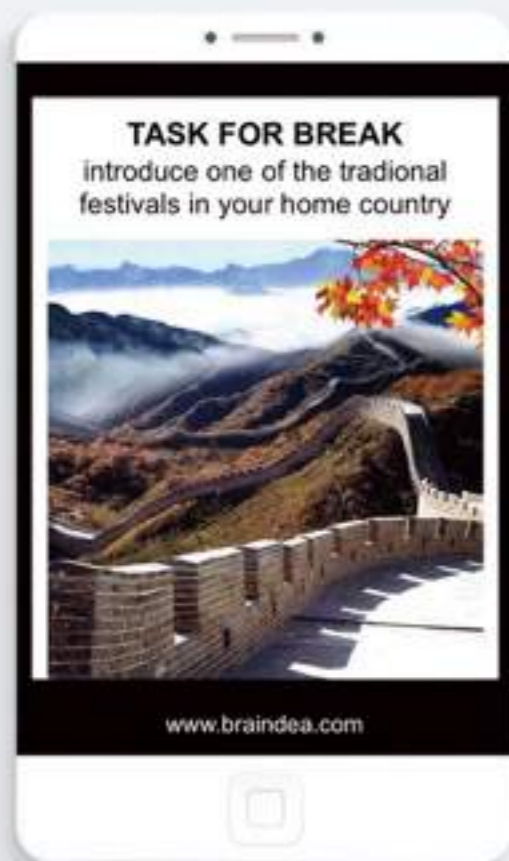
island paper for clustering



treasure map for convergence

Tasks for Break

festivals in your country



food in your country



landmarks in your country



your home language





I am Yasemin
from
Turkey

I am Yinan
from
China

I am Diana
from
Colombia

I am Max
I am Dutch

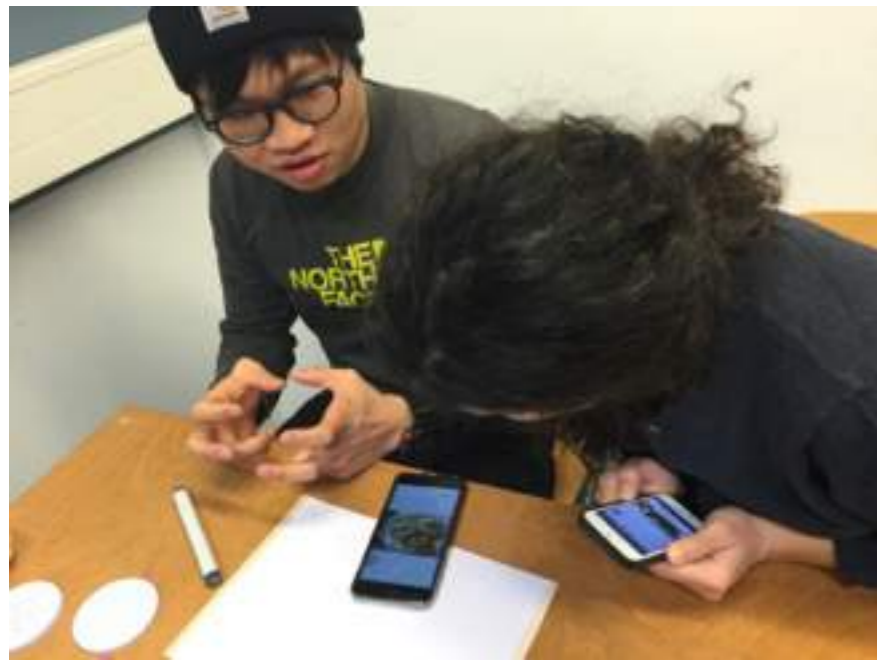
Real Brainstorming Session

Participants : Dutch, Chinese, Greek, Taiwanese

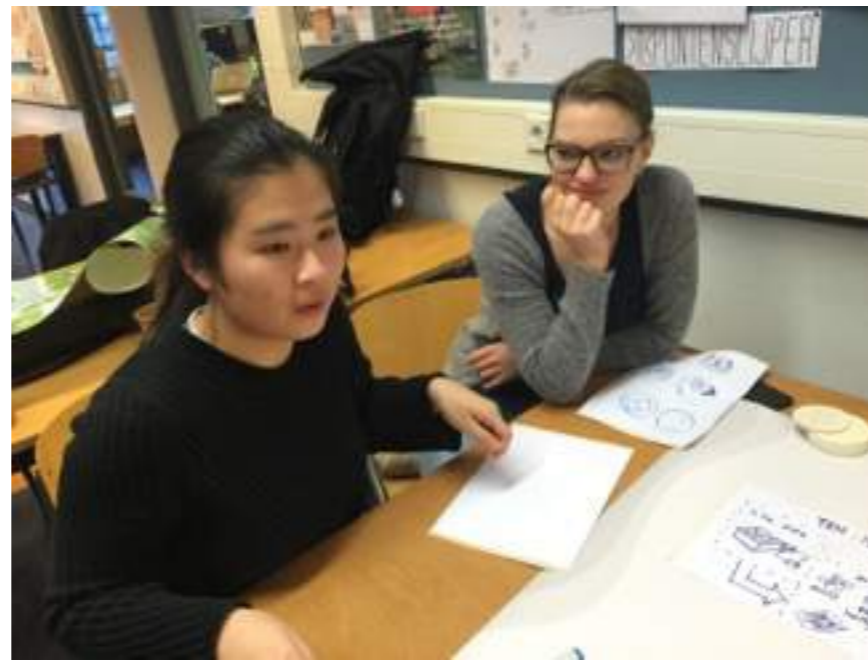
Topic: How to encourage kids to have healthy eating habits

Time : 30 mins





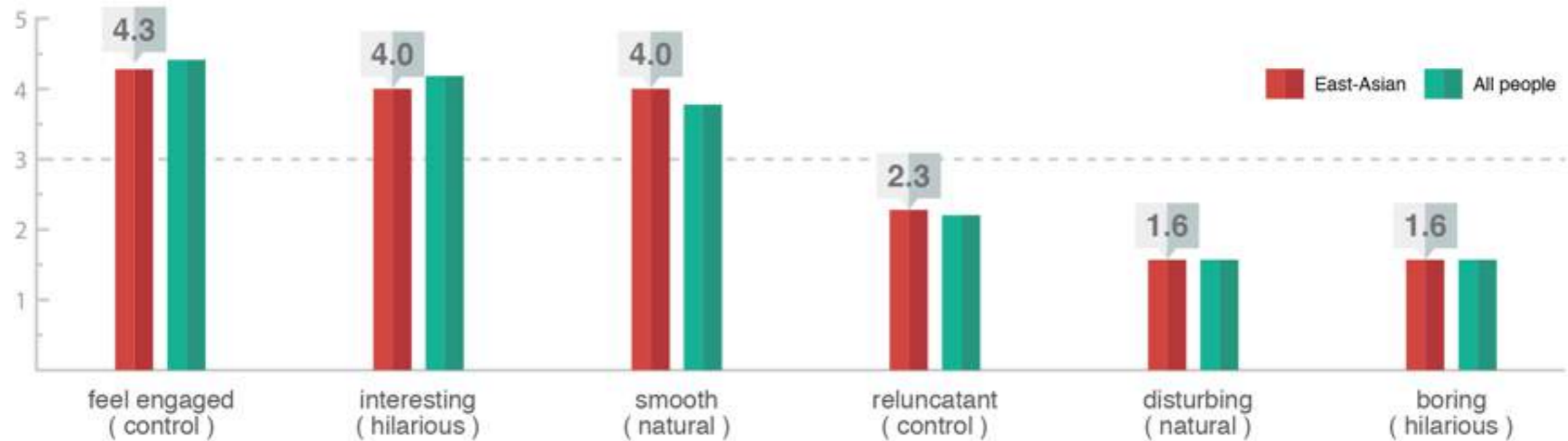
finish tasks with teammate



feel willing to speak



supportive interaction



Intended Qualities

01 QRcode

Especially East-Asian like scanning QR code to get the tasks



02 Reward

Reward can trigger more ideas especially in diverge phase



03 Post-it

The design of post-it can be actual elements of island

04 Design for the young

Game-alike process and cute visuals can motivate kids to do brainstorming. It is also a chance to teach them how to brainstorm



