A B C D E

Post-it Voting – also known as Dot Voting

Why

At some point in your ideation sessions, you'll have reached a critical mass of ideas, and it will become unproductive to attempt to keep pushing for more. This is different from the natural creative slumps that teams experience throughout ideation sessions, and means it is a good point to stop and focus on pruning. This is referred to as the 'convergent stage' where ideas are evaluated, compared, ranked, clustered and even ditched in an attempt to pull together a few great ideas to act on. Hang onto those unused ideas, though; they may prove useful in future ideation sessions as stokers or idea triggers. Right now, the aim is spotting potential winners, or combinations of winning attributes, from a number of ideas.

Best practice: How

- You write all of the ideas which have been generated in the ideation session down on individual Post-its.

- Then you give all participants a number of votes (around three to four should do) to choose and write down their personal favourite ideas. This process allows every member to have an equal say in the shortlisted ideas.

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- Participants vote by using stickers or simply using a marker to make a dot on the ideas they like.

- You can also use variations in colour in order to let participants vote on which ideas they like the most or which they dislike the most.

  You can invent other voting attributes when it makes sense.

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Methods of using this template are taught in our online course **Design Thinking: The Beginner's Guide**. Make full use of this template and learn more about design thinking by signing up for it today.

Design Thinking: The Beginner's Guide

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