

ASSIGNMENT 9
FEATURE ENGINEERING STUDIO
PROFESSOR RYAN BAKER
BRAINSTORMING
DUE IN CLASS, MONDAY NOVEMBER 18

The goal of this assignment is to reflect on your past experiences with brainstorming and how the ideas in Kelley's book might be useful or non-useful.

For this assignment, please turn in an essay, 1 page or longer, any reasonable font and font size. It's not absolutely necessary for it to be an essay, bulleted lists are fine too (but make sure that your document is long enough to fully answer the prompts below).

The essay should be about

- Your past experience with brainstorming (if you've never formally brainstormed, think about any time you've come up with ideas with a group of friends or colleagues for a project)
- What went wrong with brainstorming you've done in the past?
- Do you think the ideas in this book about how to brainstorm are good in general? What's good in specific about Kelley's ideas? What's bad in specific about Kelley's ideas?

Email me your essay prior to class, and be ready to discuss it in class.