Quiz #4 (20 pts) **Name** _____

Problem Definition

1. Describe brainstorming and brain-writing. How are the two similar? What are the differences? (5 pts)

   Both are idea generating techniques that are done with groups or teams of people

   Brainstorming is typically verbal, it can be either a free-for-all or conducted in round-robin

   Brain-writing involves generating ideas by writing one idea per card/sticky note

2. Describe how to construct the following tools and how they are useful.

   a. Spider chart(5 pts)

      This tool is useful for comparing or benchmarking
      It can be useful for identifying key areas for focus

      Construct
         Collect info/data
         Assign each variable a spoke (5-8 total)
         Divide each spoke into logical segments
         Plot performance data for each variable along the spoke
         Draw lines between the dots

   b. Performance Matrix(5 pts)

      This tool is useful for providing a picture regarding importance and performance

      Create a grid - performance on the y-axis, importance on the x-axis
            Unimportant, (low performing, low importantce)
            Ooverkill (high performance, low importance)
            OK (high performance, high importance)
          Needs Improvemtn (high importance, low performance)

   c. Critical Incident(5 pts)

      This tool is useful for identifying most troublesome sympotoms

      ID participants, ask directed questions about performance, collect data and count instances w/in categories