Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?

Tutorial

How to Capture Ad-Hoc Ideas with Brainstorm Diagram?
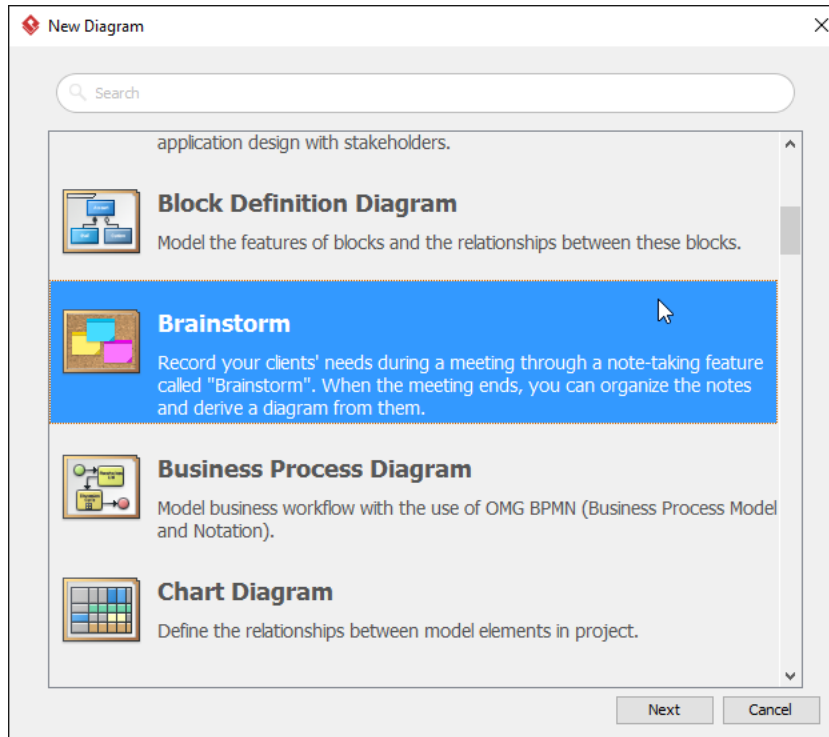Written Date : July 08, 2014

Great ideas are always the key to success. However, simply having ideas in your mind is worthless, transforming your ideas into reality is more vital. In Visual Paradigm, we have a brainstorm tool that can help to capture your ideas, categorize them and then transform them into a business process design. In this tutorial, you will learn how it works by walking through an example on setting up the process about how to attract customers in a car dealership business.

Capture ideas with Brainstorm
Imagine we are going to setup a car dealership business and we have lots of good ideas about how the business should be running in mind. In order to avoid missing any of them, we better write them down. To capture all your ideas:

1. Create a new project by selecting **Project > New** from the application toolbar. In the **New Project** window, enter *Tutorial* as project name and click **Create Blank Project**.

Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?

Tutorial

2. Create a brainstorm diagram by selecting **Diagram > New** from the application toolbar. In the **New Diagram** window, select **Brainstorm** and click **Next**.
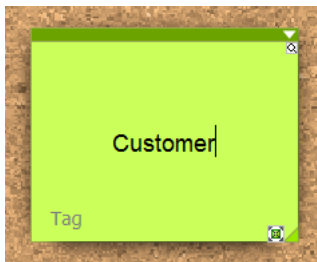

3. Enter *Buy a car* as diagram name and then click **OK** to create the diagram.

Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?

Tutorial
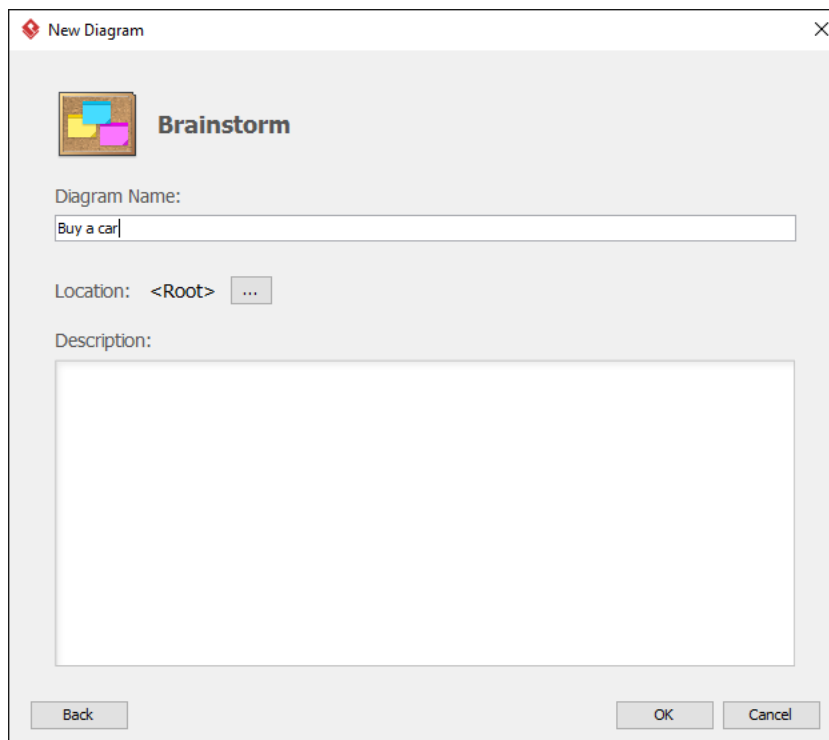
4. Now select a sticky note from the diagram toolbar and put onto the corkboard.
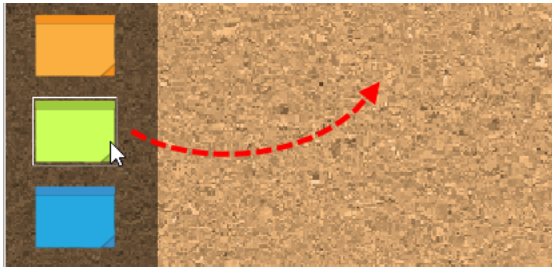

5. Write down your ideas, i.e. *Customer*.

Note that you don't need a write a paragraph to record your ideas, using short phrases or even simple words are sufficient to remind yourself what it is.

6. Repeat the steps to create the following sticky notes.

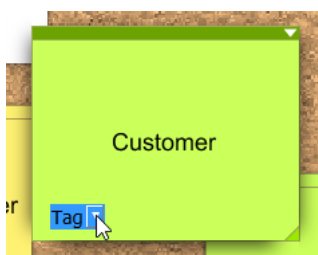| Ideas |
| --- |
| sales |
| factory |
| dealer |
| help user to arrange financing |
| place order |
| perform registration |
| prepare for delivery |
| deliver car to customer |
| order from factory if no stock |

* You may use sticky notes of different colors to categorize your ideas on the first level.

Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?

Tutorial
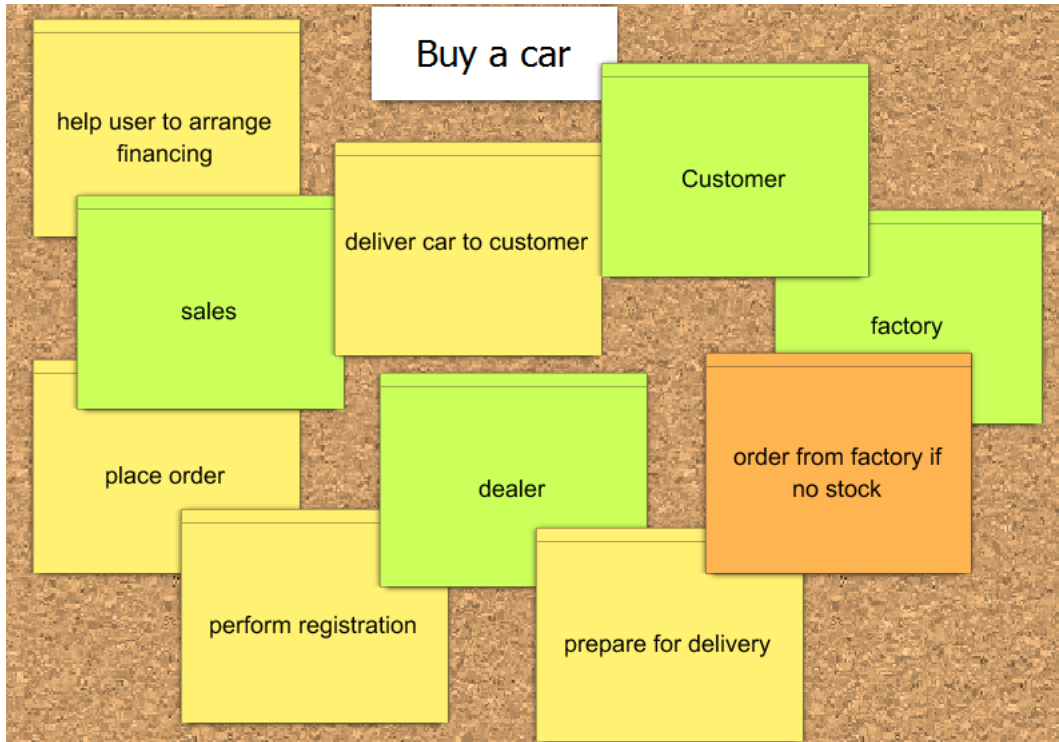
Tag your ideas into categories

Although our ideas are written as sticky notes, they are nothing more than simple words. Therefore, we have to further categorize them in order to understand their different kinds of nature, which helps in transforming them into design(s) later on. To categorize your ideas:

1. Select a sticky note, let's say *customer*.

2. Click on **Tag** at the bottom left corner of the note.

Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?

Tutorial

3. Since *Customer* is a participant in the process of buying a car, therefore we choose **participant** here.
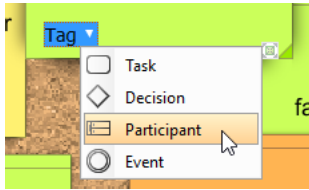
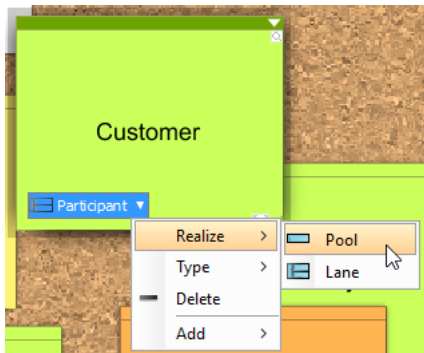4. Repeat the steps for the rest of the sticky notes.

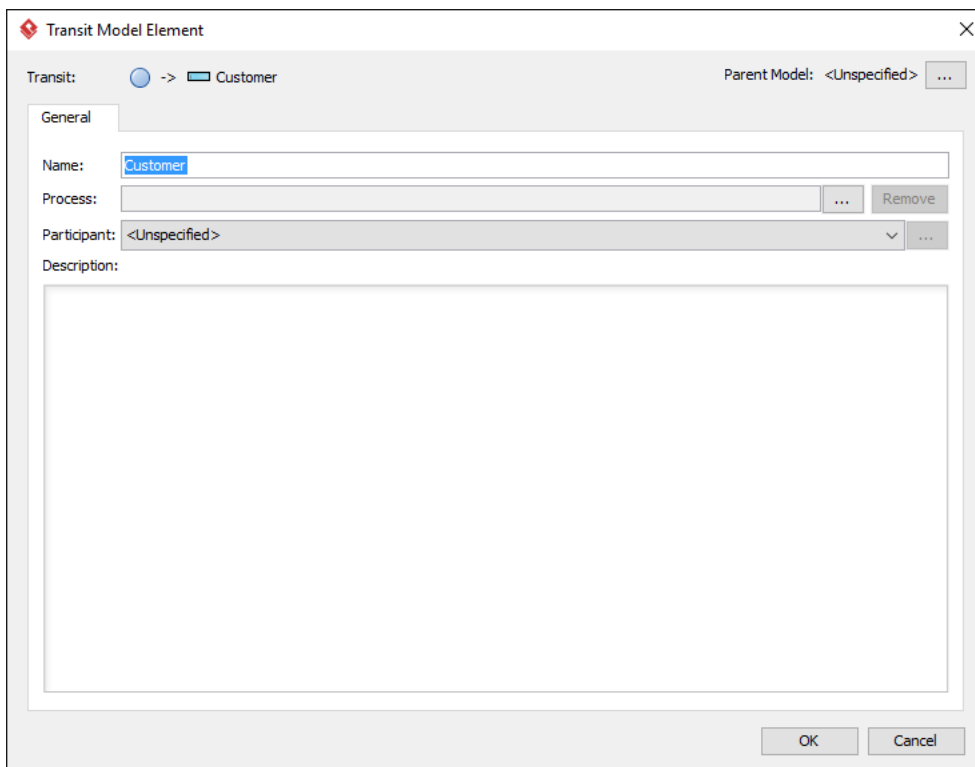| Note	Tag
sales	Participant
factory	Participant
dealer	Participant
help user to arrange financing	Task
place order	Task
perform registration	Task
prepare for delivery	Task
deliver car to customer	Task
order from factory if no stock	Decision

Visualize your ideas into a business process

Once the ideas are tagged, we can then use our magic wand to transform them into a process design. To transform the ideas on the sticky notes into a design:

1. Select a sticky note, let's use *customer* again.

Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?

Tutorial

2.   Click on the tag, and select **Realize > Pool**.

3.   The **Transit Model Element** window will show up. You can do necessary touch up here before you continue. For example, to give a meaningful name to the element to be created.


4.   Click **OK** in the **Transit Model Element** window.

Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?
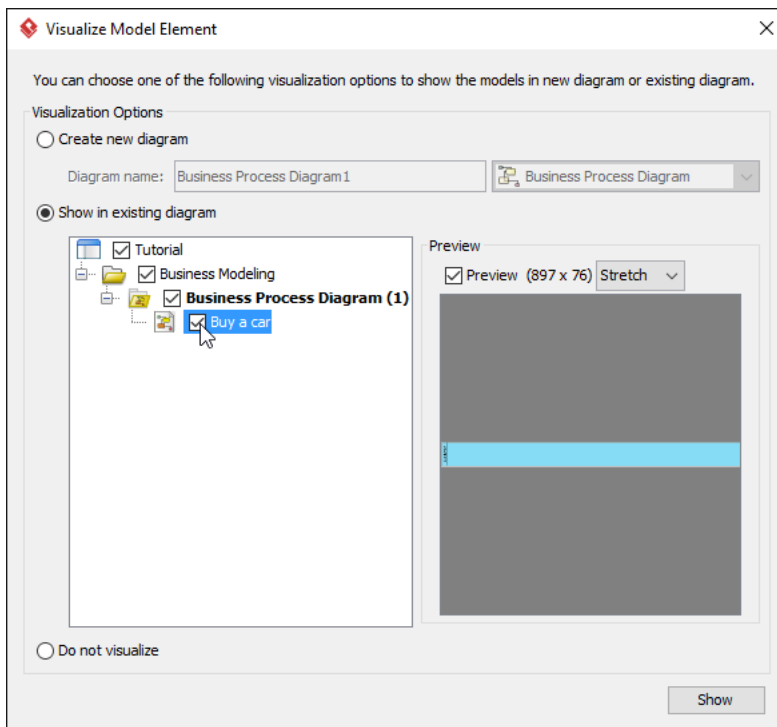
Tutorial

5. Select **Create new diagram** in the **Visualize Model Element** window and name the diagram as *Buy a car*.
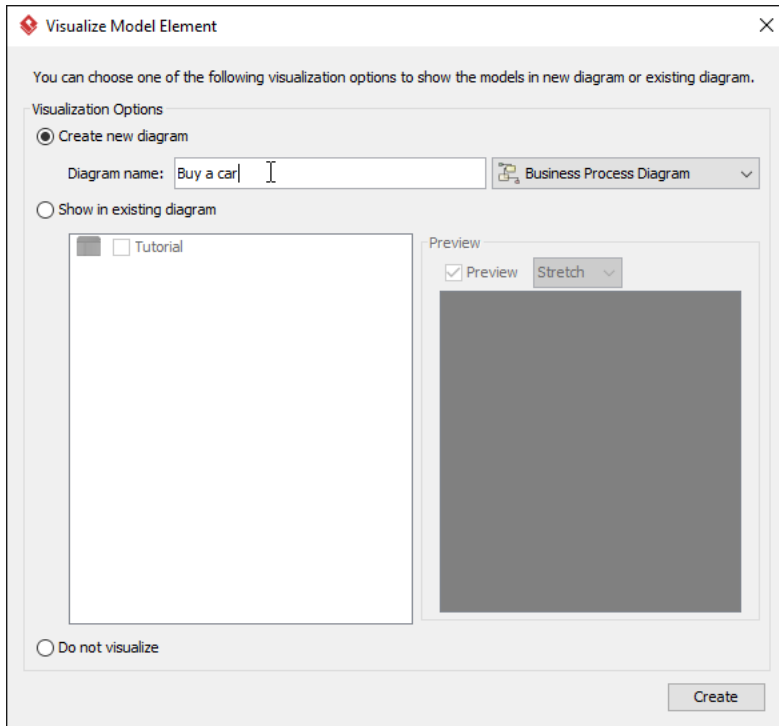
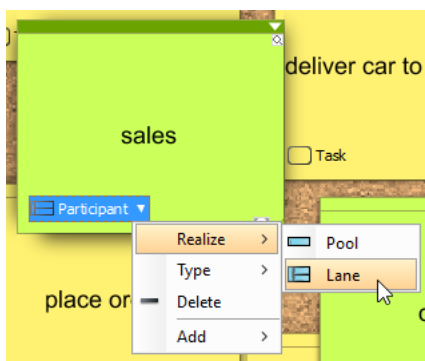The note *customer* is now being transformed as a pool in our *Buy a car* process diagram.
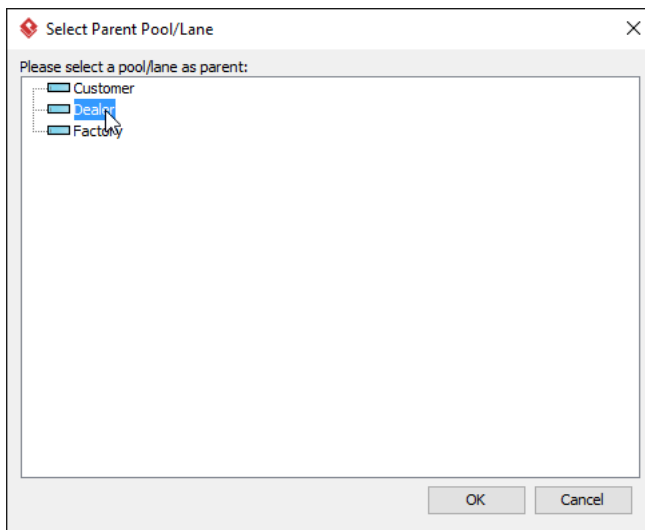
Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?

Tutorial
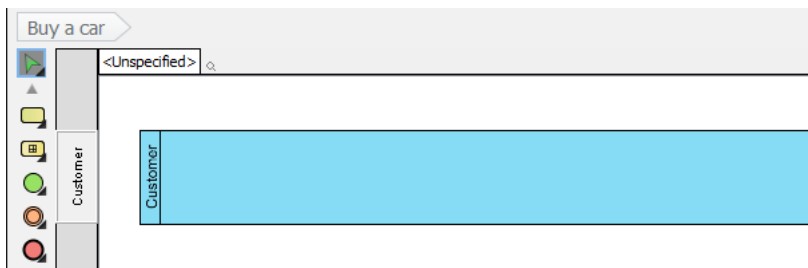
6. Repeat the steps for *Dealer* and *Factory*. This time, selecs **Show in existing diagram** and then select *Buy a car* in the **Visualize Model Element** window.


7. For the note *sales*, select **Realize > Lane** from the popup menu of the tag.

Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?

Tutorial

8. In the **Select Parent Pool/Lane** window, select *Dealer* as its parent pool. Click **OK** to continue.


9. Since we focus on the process about how to attract customers in a car dealership business, the internal operations of *Customer* and *Factory* are not our current concerns. To simplify the diagram, let's change them to black box pools by right click on them and then select **Black Box**.
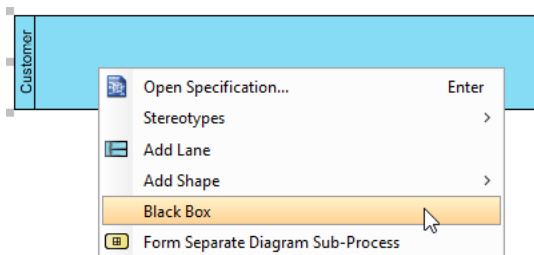
10. Follow the steps we did previously to realize it into a *Buy a car* process diagram.

11. Once we have realized all the participants, we can then move on to realize tasks and gateway. Repeat the steps above to realize the remaining sticky notes.

Visual Paradigm
How to Capture Ad-Hoc Ideas with Brainstorm Diagram?

Tutorial

12. We can layout the diagram right after we have realized all of them.
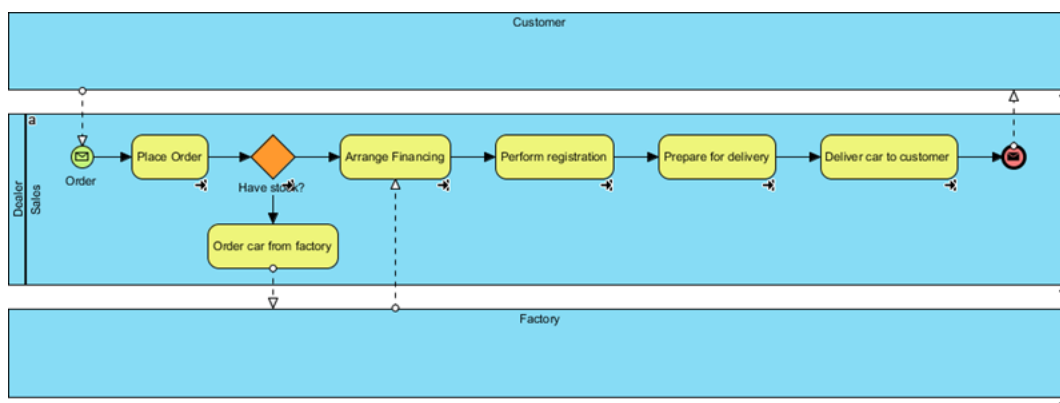
Finally you got your process design realized from your ideas. And it will be the kick start of your success.

Watch this Tutorial on YouTube

Here is the video version of this tutorial.

[How to Transform your Ideas into Design](#)

Related Links

* [Using Brainstorm - Visual Paradigm User's Guide](#)

Visual Paradigm

Visual Paradigm home page
(https://www.visual-paradigm.com/)

Visual Paradigm tutorials
(https://www.visual-paradigm.com/tutorials/)