

Research Matrix

Aim	Objectives	Methods	Outcomes	Outputs
To explore and present a viable slower-paced alternative to fast-paced brainstorming sprints by integrating cognitive de-loading phases and intentional low-stimulation breaks, and to evaluate its impact on creative brainstorming outcomes	To review existing literature on boredom, cognitive de-loading, incubation, and creativity	Literature reviews on creativity, boredom, cognitive de-loading, incubation, and creativity	Empirical data comparing creative output quality of fast-paced vs. slow paced brainstorming	A documented slow-paced brainstorming framework suitable for creative teams
	To analyze common fast-paced brainstorming methods used in creative agencies	Comparative Experimental Study with two conditions: fast-paced brainstorming vs slow-paced brainstorming	Insight into how cognitive de-loading affects idea-generation and creative performance	A research paper outlining findings and implications
	To design a slow paced brainstorming framework incorporating cognitive de-loading phases	Idea Evaluation using predefined criteria like originality, diversity, feasibility, etc.	Identification of strengths and weaknesses of slow-paced brainstorming	A practical toolkit or workshop concept for implementing slow-paced brainstorming and cognitive de-loading
	To empirically compare the creative outcomes of fast-paced vs slow-paced	Questionnaire/ Surveys to measure the perceived cognitive load and creative satisfaction		
	To evaluate participants' subjective experience (mental load, stress, perceived creativity) in both approaches			