Ideation Script for Holiday Group Planning

Ideation Workshop Script

Goal: To brainstorm creative solutions to streamline group holiday planning based on the previously defined problem statements, focusing on group preferences, budget alignment, and communication.

Roles:

- Facilitator: Oversees the brainstorming process and keeps the group focused on the goals.
- Timekeeper & Logistics: Manages the time and ensures that everyone has the necessary materials.

Workshop Structure:

Session 1:

1. **Set-Up (5 minutes):**
   - The facilitator introduces the problem statement:
     - *"How might we help users gather preferences, manage budgets, and improve communication during group holiday planning?"*
   - Briefly explain the ideation technique: **Brain-writing** (each participant writes down their ideas and passes them to the next person).
2. **Brainstorming (15 minutes):**
   - Each participant writes down as many ideas as possible in 2-minute rounds.
   - After each round, they pass their ideas to the person next to them, who builds on them.
   - The process continues for 4-5 rounds.
3. **Narrowing Down (5 minutes):**
   - After brainstorming, participants review all ideas and each person votes for their top 3 ideas.
4. **Group Discussion (5 minutes):**
   - Discuss the top-voted ideas and agree on the 3 strongest solutions.

Switch Roles for Session 2: The Timekeeper becomes the Facilitator and vice versa.

Session 2:

1. **Set-Up (5 minutes):**
   - The new facilitator presents the refined version of the problem statement.

2. **Brain-writing (15 minutes):**
   - Same format as Session 1.
3. **Narrowing Down (5 minutes):**
   - The group repeats the voting process to select the top 3 ideas.
4. **Group Discussion (5 minutes):**
   - Discuss and finalize the top 3 ideas.

Logistics:

- Participants: Felix, Faith, Joan, Sabrina, Victor, Sheryl
- Materials: Paper, pens, and timers.
- Timing: 40 minutes per session.

Conclusion:

- At the end of both sessions, take pictures of the group and the final list of ideas.
- The final 3 ideas from both workshops will be shared in a separate document.