

Assignment - 9

IDEO Shopping Cart project

2. Benefits of Team Process and Brainstorming used by IDEO team:

Informed design process a perfect process for team work. In every step of this process there is involvement of team members. IDEO followed this process perfectly every member of the team is involved at every step.

From the starting of this project every member participated actively, they have shared their viewpoints on the shopping cart and while designing the solution each of them has contributed their best, later while selecting the optimal design a great deal of brainstorming is done each of them has participated in it and reviewed one's idea. In such a way they have selected the better design to next step later they have improved the final design.

In this way their teamwork led them to finish their work successfully and the active Brainstorming led them to design the best optimal solution.