

COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS

IDEATION PHASE

Define the problem statement:

- 1.The Base of Ideation Stage: A problem statement is said to be the base of the ideation process of design thinking. It identifies the gap between the problem and the unmet goals of the users.
- 2. It should be the base of the ideation phase. Once the problem is clear and defined the team can generate ideas to solve it.

Empathize and discover

- Empathy seems to be in short supply, lately.
- And it's no surprise after all we've dealt with in the past two years: the coronavirus pandemic, economic insecurity, misinformation and racial injustice, to name just a few of the recent challenges we've all faced.
- Those stressors have led to soaring anxiety, depression and other psychological problems.
- It's no wonder that many of us feel that no one cares about us anymore.

Brain Storm & prioritize ideas

- Brainstorm & idea prioritization template
- 1.Prepare for your brainstorming session.
- 2.Define your problem statement.
- 3.Collect ideas and gather feedback from everyone.
- 4.Group ideas by theme.Prioritize your solutions and get aligned on next steps.