

IDEATION — Script & Logistics

Organizing the creative process to explore new solutions for group travel planning.

Student: Elamine Abderrahma

Program: UX Design — Zone01 Oujda

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“Creativity is intelligence having fun.” — Albert Einstein

1. Introduction

This document describes the ideation process conducted after defining the problem statement in the “Going on Holidays” UX project. The main goal was to explore creative solutions to make group holiday planning easier, fairer, and more enjoyable. Two structured ideation techniques were used: **Brainwriting** and **Worst Idea**.

2. Methods Used

Brainwriting: Participants silently wrote ideas on paper, then exchanged and expanded them. This method encourages diversity and prevents group bias.

Worst Idea: Participants proposed intentionally bad or exaggerated ideas to spark creative thinking. By flipping negatives into positives, this technique generated unexpected concepts.

3. Workshop Details

Session	Method	Duration	Participants	Description
Session 1	Brainwriting	30 min	2 people	Each participant wrote quick ideas without discussion
Session 2	Worst Idea	30 min	2 people	We created funny, intentionally bad ideas to push cre

4. Workshop Pictures

■ Placeholder: Add images of Brainwriting and Worst Idea sessions here.

■ Ideation Session 1 — Brainwriting

■ Ideation Session 2 — Worst Idea

5. Conclusion

These two sessions produced diverse and innovative ideas. Participants enjoyed the collaborative and open atmosphere, which helped generate unexpected yet valuable solutions. The results guided the selection of three promising concepts that address the users' needs.

Prepared by Elamine Abderrahma — Zone01 Oujda, 2025