



# Ideation | Script & Logistics

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

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“Creativity is intelligence having fun.” — Albert Einstein

# Introduction

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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**.

## Methods Used

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**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.

## Workshop Details

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Session	Method	Duration	Participants	Description
Session 1	Brain writing	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 creation



## Conclusion

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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.

