IDEATION LOGISTIC

Form Groups:

Divide participants into groups of 5.

Within each group, split into pairs for each ideation session.

Roles

First Run:

One participant acts as the facilitator (guides the session, encourages idea generation, ensures everyone participates).

The other participant acts as the time-keeper/logistics manager (tracks time, keeps the process flowing, handles any practical needs).

Second Run:

Switch roles to ensure everyone has a chance to both lead and manage time.

Idea Generation:

Set a specific time limit (e.g., 15-20 minutes) for brainstorming.

Focus on generating as many ideas as possible related to the problem statement.

No idea is too wild—encourage creativity, wild thinking, and building on others' ideas.

Narrowing Down Ideas:

After brainstorming, the group will use a voting process to narrow down the ideas:

Discuss and evaluate the ideas based on criteria like feasibility, impact, and alignment with the problem statement.

Each participant can vote on their top choices.

Narrow down to the 3 main ideas.

Documenting the Process:

Take pictures of your team during the ideation session as evidence of the process.

Document the ideas generated and the criteria used to select the final three.

Summarize the selected ideas, noting why they were chosen.

Ideation Process to Generate Creative Solutions for the Problem Statement: "How Might We Make Group Holidays More Enjoyable and Stress-Free for Friends?"

Step 1: Forming Groups and Assigning Roles

Group Members:

Facilitator: Member 1 (First Run) / Member 2 (Second Run)

Time-keeper / Logistics: Member 2 (First Run) / Member 1 (Second Run)

Participants: Members 3, 4, and 5

Step 2: Idea Generation (Time Limit: 15 Minutes)

During this phase, we generated as many ideas as possible. This is a list of potential ideas for addressing the problem:

Group Budgeting Tool: An app that allows friends to set budgets, track expenses in real-time, and split costs easily.

Customized Itinerary Planner: A platform where group members can vote on destinations and activities, creating a balanced itinerary based on everyone's preferences.

Communication & Coordination App: A centralized app with built-in chat, reminders, and polling to streamline group communication and reduce misunderstandings.

Conflict Mediation Guide: A guide or app offering conflict resolution techniques, tips, and role-playing scenarios to help diffuse potential arguments during holidays.

Flexible Booking Options: A service that offers flexible cancellations, shared accommodations, and "no-penalty" change options for group travel.

Preference Matching Algorithm: *An AI-powered tool to match travel preferences (e.g., adventure vs. relaxation) among friends to recommend suitable activities and destinations.*

Emergency Help & Support: *Integration of a "Travel SOS" feature for addressing unexpected changes, emergencies, or travel disruptions in real-time.*

Friend Compatibility Survey: *A pre-trip survey that determines compatibility and travel styles to avoid conflicts during the holiday.*

Shared Task Management Board: *An app that assigns tasks like booking accommodations, preparing meals, etc., to different group members.*

Collaborative Packing Checklist: *A tool that helps friends coordinate and track items needed for the trip to ensure everyone contributes.*

Step 3: *Narrowing Down Ideas (Voting Process)*

Evaluation Criteria:

Feasibility: *How easily can this idea be implemented?*

Impact: How significantly will it reduce holiday stress?

Alignment: *Does it directly address the key pain points?*

Voting: *Each group member voted on their top 3 choices.*

Selected Ideas

Customized Itinerary Planner (4 votes)

Group Budgeting Tool (3 votes)

Communication & Coordination App (3 votes)

Documentation of Selected Ideas

1. Customized Itinerary Planner:

Description: *A platform allowing group members to vote on destinations and activities, helping to create a balanced itinerary that satisfies everyone.*

Why Chosen: *It directly addresses stress caused by conflicting preferences and helps improve group cohesion.*

2. Group Budgeting Tool:

Description: *An app to set budgets, track expenses in real-time, and split costs seamlessly among friends.*

Why Chosen: *This tool tackles financial disagreements and helps everyone stay within their means.*

3. Communication & Coordination App:

Description: *A centralized app with chat functionality, reminders, polls, and activity planners to ensure efficient communication.*

Why Chosen: *Reduces the chances of miscommunication and enhances collaboration during the trip planning process.*