

Ideation Script



Ideation Session for Group Holiday Planning

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Session Logistics

- **Facilitator:** Hezron Okwach
- **Date:** 14/10/2024
- **Duration:** 40 minutes
- **Participants:** 5
- **Location:** Zone01 Kisumu
- **Materials Needed:**
 - Sticky notes and markers
 - Timer(mobile phone)
 - Pens

Round 1: Brainstorming Ideas

Step 1: Introduction (5 minutes)

- **Facilitator:** "Thank you all for joining today! We're going to explore some creative ideas to improve holiday experiences using a series of 'If' questions. Let's dive in!"

Step 2: Ideation Questions (10 minutes)

- Participants are divided into smaller groups(2 per group)
- Each group discusses and answers the following questions:
 1. **If you had to plan a holiday without any technology?**
 - Use printed maps and ask locals for directions.
 - Write down our itinerary on paper to share with everyone.
 - Follow the music to find the nearest club.

2. **If you could only travel with one practical item?**
 - A portable charger to keep my phone charged for photos.
 - Sunglasses to enjoy the sun in style.
 - My favorite kanga for versatility—beach, picnic, or fashion.
3. **If you were traveling with someone who has different interests?**
 - Plan a mix of activities for adventure and relaxation.
 - Split up sometimes and meet for meals later.
 - Choose restaurants with diverse menus that cater to both tastes.
4. **If you were planning a holiday on a tight budget?**
 - Look for group discounts and book early.
 - Cook meals together to save money for drinks.
 - Prioritize free activities like hiking or visiting local markets.
5. **If you could only visit one type of destination for the rest of your life?**
 - Tropical islands like the Maldives for beaches and luxury resorts.
 - European cities like Paris or Rome for culture, food, and history.
 - Safari destinations in South Africa for unmatched wildlife experiences.
6. **If you had to plan a holiday with no budget restrictions?**
 - Book a luxury villa in the Maldives with a private chef.
 - A month-long European tour in five-star hotels with exclusive experiences.
 - A luxury safari in Tanzania with hot air balloon rides over the Serengeti.
7. **If you could only eat one type of food while traveling?**
 - Italian food for its variety—pasta, pizza, gelato.
 - Indian cuisine for incredible flavors and spices.
 - Middle Eastern food for diverse dishes like shawarma.

Round 2: Switching Groups

Step 1: Introduction (5 minutes)

- **Facilitator:** "Welcome back! We're going to explore similar 'If' questions as before but with different groups this time. Let's see what new ideas we can generate!"

Step 2: Ideation Questions (10 minutes)

- Participants switch groups and discuss the same questions:
1. **If you had to plan a holiday without any technology?**
 - Use a good old-fashioned map.
 - Write everything down in a notebook.
 - Follow the crowd!
 2. **If you could only travel with one practical item?**
 - A power bank.
 - A good hat.
 - A reusable water bottle.

3. **If you were traveling with someone who has different interests?**
 - Create a flexible itinerary.
 - Try something new together.
 - Pick places that have something for everyone.
4. **If you were planning a holiday on a tight budget?**
 - Look for deals on group bookings.
 - Cook meals together.
 - Explore free attractions.
5. **If you could only visit one type of destination for the rest of your life?**
 - Exotic beach destinations like Seychelles.
 - Vibrant cities like New York or Tokyo.
 - Adventure destinations like Costa Rica.
6. **If you had to plan a holiday with no budget restrictions?**
 - Book a luxury resort in Bali.
 - Lavish trip to Dubai.
 - All-inclusive safari in South Africa.
7. **If you could only eat one type of food while traveling?**
 - Italian food!
 - Asian cuisine.
 - Mediterranean food.

Voting Session(10 minutes)

Introduction

- **Facilitator:** "Thank you all for your contributions in the brainstorming sessions! Now, we will move into the voting session, where we'll evaluate all the ideas generated. This process will help us identify which concepts resonate most with everyone and should be prioritized for further development."

Voting Process

- Each group will receive sticky notes to vote on their favorite ideas from the first session we had.
- Participants can place their votes next to as many ideas as they like, indicating their preferences.
- The facilitator will tally the votes to determine which ideas received the most support.

Conclusion

- **Facilitator:** "Thank you for participating in the voting session! We'll compile the results and discuss next steps based on your feedback. Your insights are invaluable as we work towards creating a better group holiday planning experience."