Holiday Packing Solutions - Ideation Workshop Script

Workshop Overview

Problem Statement: How might we address the challenges travelers face in packing, organizing, and managing luggage during holidays to enhance the overall experience?

Session 1: Worst Idea Technique

Duration: 45 minutes
Roles:

- **Facilitator**: Guides the process
- **Timekeeper**: Manages time and ensures adherence to schedule

Process Steps:

1. **Introduction (5 mins)**
   - Welcome participants and introduce the workshop.
   - Explain the "Worst Idea" technique: a fun method to deliberately generate impractical solutions that spark creativity.
   - Present the problem statement to set the context.
2. **Ideation Phase (15 mins)**
   - Encourage participants to come up with the worst possible solutions to holiday packing challenges.
   - Write each "worst" idea on a sticky note, one per note.
   - Promote free thinking—there are no wrong ideas at this stage.
3. **Reverse Phase (15 mins)**
   - Take each "worst" idea and brainstorm how to flip it into a feasible and innovative solution.
   - Write down the transformed ideas for documentation.
4. **Voting & Selection (10 mins)**
   - Provide each participant with 3 voting dots.
   - Vote for the most innovative or promising transformed ideas.
   - Choose the top ideas based on votes for further exploration.

Session 2: Brainwriting Technique

Duration: 45 minutes
Roles:

- **Facilitator**: Guides participants and ensures all ideas are shared.
- **Timekeeper**: Ensures each stage progresses smoothly.

Process Steps:

1. **Introduction (5 mins)**
   - Explain the Brainwriting technique: a structured, collaborative approach to idea generation.
   - Share the problem statement to focus participants on the challenge.
   - Distribute Brainwriting worksheets.
2. **Individual Ideation (20 mins)**
   - Participants write three ideas on their worksheet, focusing on solutions to packing and luggage issues.
   - Pass the worksheet to the next participant to build upon the existing ideas.
   - Repeat this process three times to generate a variety of perspectives on each idea.
3. **Idea Review (10 mins)**
   - Read all the generated ideas aloud to the group.
   - Clarify or elaborate on any ambiguous ideas.
   - Organize similar ideas into thematic clusters.
4. **Voting & Selection (10 mins)**
   - Conduct dot voting to identify the most practical and impactful ideas.
   - Select the top ideas for prototyping or further development.

Required Materials

- Sticky notes (in various colors for categorization)
- Markers for participants to write their ideas
- Voting dots for selecting the best ideas
- Timer to keep sessions on track
- Brainwriting worksheets for structured ideation
- Wall space or a whiteboard for clustering and displaying ideas
- Camera to document all sticky notes and results