

## **Assignment 4**

### **Q. What is Ideation ? Or Brainstorming of ideas ?**

➔ Ideation is the process where you generate ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, Brainwriting, Worst Possible Idea, and a wealth of other ideation techniques. Ideation is also the third stage in the Design Thinking process. Although many people might have experienced a “brainstorming” session before, it is not easy to facilitate a truly fruitful ideation session. In this article, we’ll teach you some processes and guidelines which will help you facilitate and prepare for productive, effective, innovative and fun ideation sessions. Brainstorming is an activity that will help you generate more innovative ideas. It’s one of many methods of ideation—the process of coming up with new ideas—and it’s core to the design thinking process.

### **Q. How will you carry out an idea for the problem defined in Assignment 1 ? Elaborate the discussion taking help from at least 5 classmates .**

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1. I will carry out the research of my problem by going on a short ride on the road and checking the condition of the road.
2. I will check how much time I spend in traffic and it will give ideas about traffic management.

3. I will ask people about the road and What problems they face daily.
4. Prepare a list of “ how might we solve the problem”
5. I will collect the data of the accident that happened on the road from that i will get know how unsafe roads are .

→ In Brainstorming session,

1. Strike rules should be imposed by the government so the public will follow traffic rules.
2. Maintenance of roads should happen on a daily basis.
3. Traffic should be mointer by help of new technologies.
4. Big road should be made to manage traffic in the city.
5. Metro , bus's, railways or any public transport system should be used to lessen the traffic on roads. More safer roads should be made to reduce accidents on roads.
6. Speed limits have to be set by traffic police and should be followed strictly.