

## Assignment 5

### Q. What is refinement of Ideas generated in Brainstorming Session ?

→ Refinement is the process of improving a concept. It is about making minor improvements that strengthen the concept in some way, rather than making drastic changes. Modification of the formulation may be used to do this. to guarantee that the right solutions are pursued with the team's help

### Q. What are techniques of refinement ?

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1. Post-it Voting : While it may sound a bit simplistic at first, this method is actually a strategic way to vote on ideas and aid in the brainstorming process. Ideas generated during an ideation session by team members are then placed on post-it or sticky notes where members vote for the ideas they think are best. Multiple ideas can be voted according to their ranking such as first, second or third place. These ideation techniques create the opportunity to gain a broader understanding of how participants view every presented suggestion. Further, post-it voting can be done so anonymously to help preserve objectivity by avoiding any external influences or pressures.
2. Categorizing Great: Ideas When implementing this ideation technique, four or more categories are created to place individual ideas in. Additionally, it is possible to place multiple ideas

instead of just one into each of these categories. These sections can be divided and labeled according to the leaders' preference. Some suggestion are as follows: Most Rational, Most Innovative, Most Daring, Most Difficult to Execute etc. This is a great technique for providing some clarity after an intense brainstorming session and frame the strengths and weaknesses of each idea.

3. **Idea Actualization :** With this ideation phase, leaders identify and categorize ideas according to their preliminary or suggested structure.
4. **Clustering of Ideas :** When clustering ideas, marketers will divide them according to the connections they make. These ideas are divided into groups based on their similarities in theme, presentation, design, strategy, target audience, or topic. Again, this helps with gaining a more big-picture understanding of each theory as well as help eliminate any redundant suggestions.
5. **The Six Hats :** The Six Hats theory allows marketers to observe every suggested idea from a variety of different viewpoints. Each hat represents a different perspective the viewer can take. This cultivates a more well-rounded, objective approach where every option and position is examined. Further, it can often help people think 'out of the box' or out of their comfort zone naturally, aiding with creativity.

This six hats are as follows:

- **White Hat- Fact based Approach:** What are the Facts? What information is missing?
- **Yellow Hat- Optimistic Approach:** What do I like about this idea?
- **Black Hat- Critical Approach:** What is wrong or lacking with this idea? (Devil's Advocate)

- Red Hat- Emotional Approach: Feelings and intuition oriented. How does this make me feel or react?
- Green Hat- Creative Approach: How can I add to this idea? What new insights does it provide?
- Blue Hat- Structured Approach: Ensures that all other 'hats' are being used; oversees the group and thinking process as a whole.

6. Important Questions to be Asked : During the ideation process people should always keep the following questions in mind:

- Is it fiscally possible?
- Does it meet some need or desire of your target audience?
- Do you have the right technology to implement it?
- How does it add to the vision of the company?
- Does it align with the original goal of the ideation process?
- Can you get approval to execute it?

All of these steps will significantly simplify the refinement process as well as bring clarity as to the direction you should take.

**Q. Describe the refinement techniques detail. How would you refine ideas that you have identified in earlier assignment 4 ?**

→ I make use of Idea Actualization. Leaders classify and categorise proposals according to their provisional or proposed form during this ideation process, and Post-it Voting is used to identify the best ideas during a

brainstorming session. I use these refinement methods to fine-tune suggestions for my most recent assignment.

1. The government should enforce strike laws so that the public follows the regulations on traffic.
2. Regular road maintenance should occur.
3. New technology can be used to monitor traffic.
4. To control traffic in the area, big roads should be done.
5. In order to reduce road traffic, metro, bus, train or some other mass transit infrastructure should be used. To minimise road deaths, safer roads should be provided.
6. Traffic police must set speed limits and stringent action should be taken to minimise collisions.