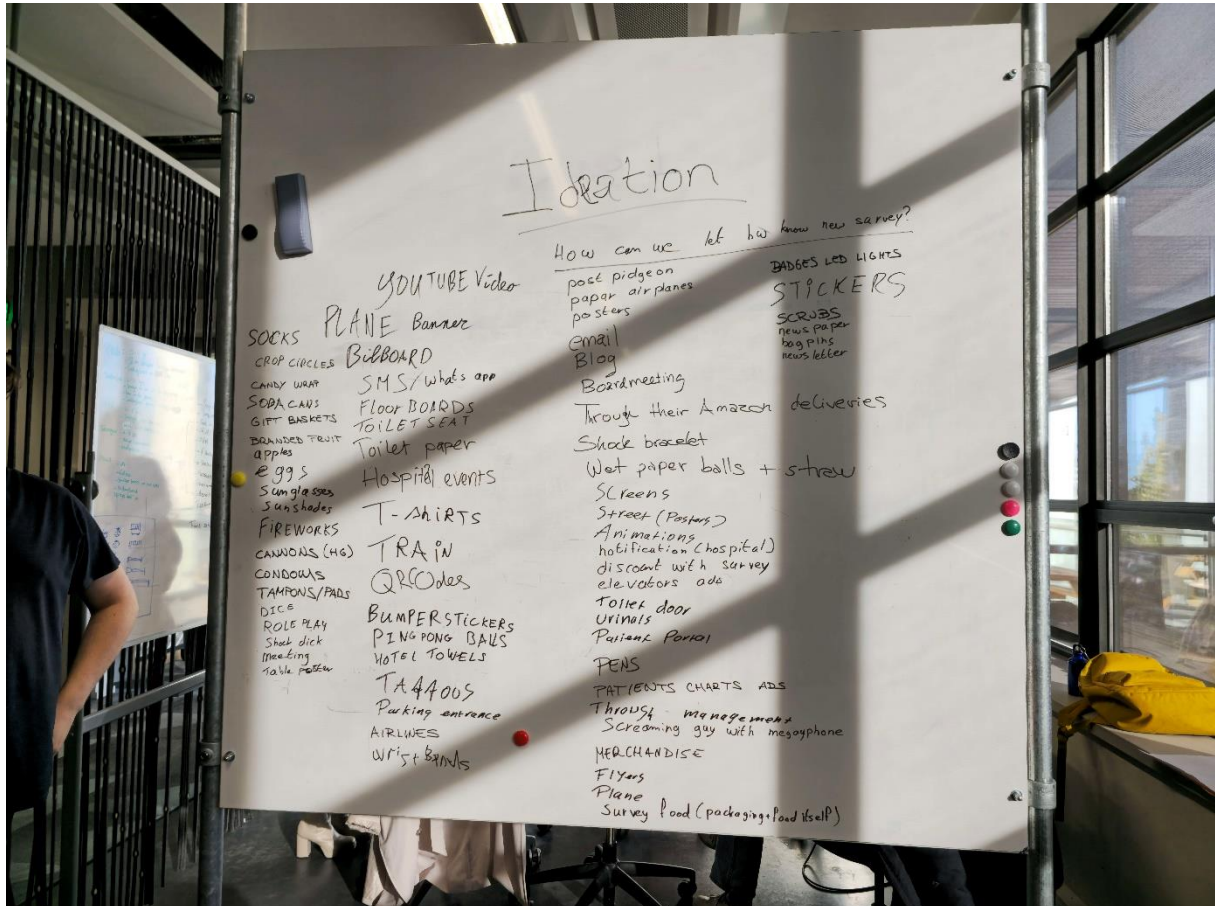


## Ideation Session

Together with my project team, I did an ideation session. I suggested to do this session to come up with possible solutions to our stated main research question and the sub questions. I also suggested this activity to bond as a group, and to try to make my project group more active and engaged by letting everyone be creative and go wild with ideas, as I thought this was a bit lacking from some of my group members.







## Conclusion

Some of the ideas were very useful, some were not, and some were a bit unhinged. But I think that we did come up with some useful ideas in the end (like the mobile app, website and QR codes). I also think it achieved its second goal of activating the group, as everyone except Sarah was very energetic during the session and really tried to come up with ideas, sometimes bouncing off of each other. All in all, I think it was a success.