

SCHOOL OF MANAGEMENT STUDIES

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PROGRAM: BBA(BA)

SUBJECT: DESIGN THINKING

SUBJECT CODE: 24BBAI23E03

DEPARTMENT: MANAGEMENT

**SUBMITTED TO: MS. RASHI
(ASSISTANT PROFESSOR)**

MEANING OF BRAINSTORMING

Brainstorming is a creative thinking technique used to generate many ideas in a short amount of time. It is usually done in groups, but it can also be done individually. The main purpose of brainstorming is to think freely, without judging or rejecting ideas immediately. All thoughts—whether simple, unusual, or even impossible—are welcomed because they can lead to useful solutions.

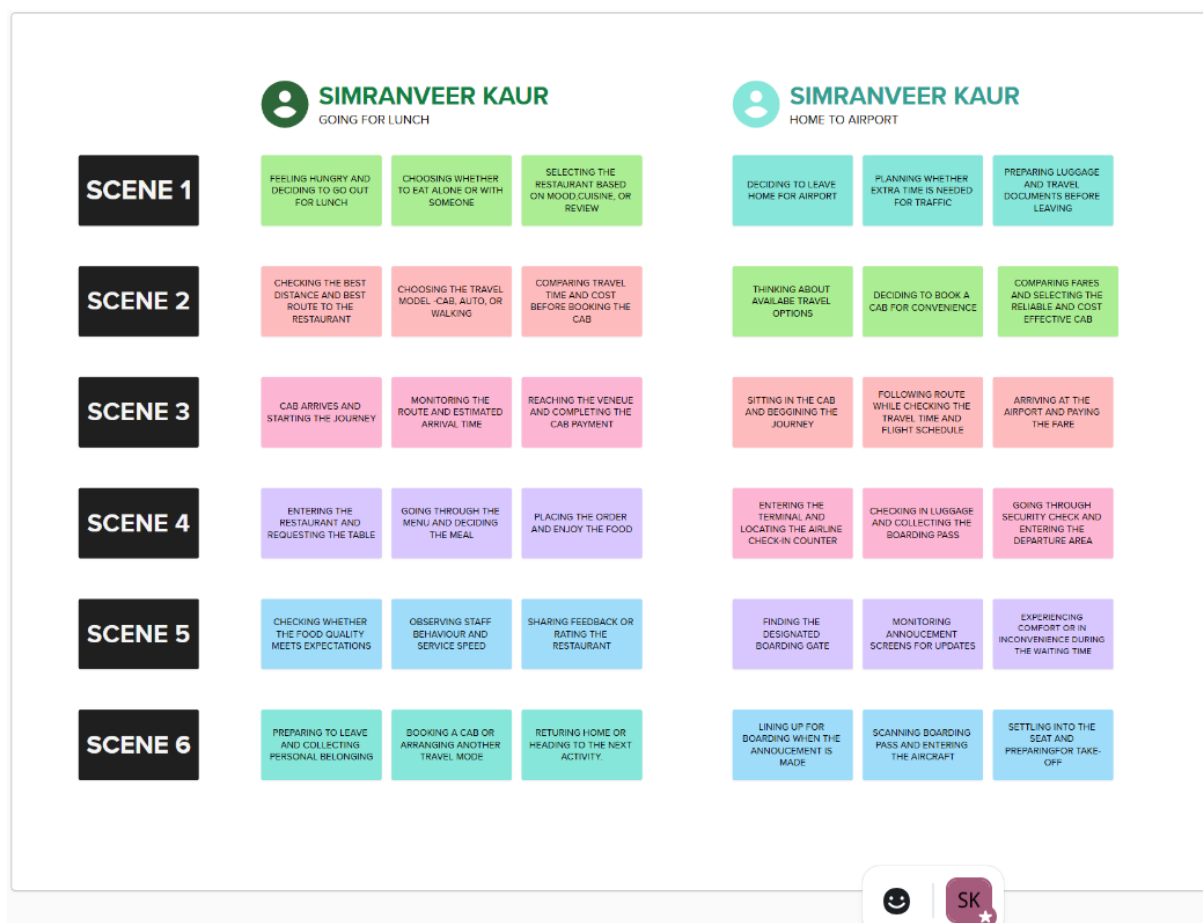
KEY FEATURES OF BRAINSTORMING

1. **Open and free thinking:** Individuals are encouraged to express any idea without fear of criticism.
2. **Quantity over quality:** The goal is to produce as many ideas as possible first; evaluation happens later.
3. **No judgment:** During the brainstorming stage, nobody should comment negatively or reject any idea.
4. **Build on others' ideas:** Sometimes one idea may inspire another, helping the group find innovative solutions.

5. **Creative combination:** Ideas can be mixed, modified, or combined to create new and improved concepts.

WHY BRAINSTORMING IS USEFUL

- Helps solve problems creatively.
- Generates a wide range of options before choosing the best one.
- Encourages team participation and diverse viewpoints.
- Reduces mental blocks and encourages innovative thinking.



HOME TO RESTAURANT



SIMRANVEER KAUR

GOING FOR LUNCH

SCENE 1

FEELING HUNGRY AND
DECIDING TO GO OUT
FOR LUNCH

CHOOSING WHETHER
TO EAT ALONE OR WITH
SOMEONE

SELECTING THE
RESTAURANT BASED
ON MOOD, CUISINE, OR
REVIEW

SCENE 2

CHECKING THE BEST
DISTANCE AND BEST
ROUTE TO THE
RESTAURANT

CHOOSING THE TRAVEL
MODEL -CAB, AUTO, OR
WALKING

COMPARING TRAVEL
TIME AND COST
BEFORE BOOKING THE
CAB

SCENE 3

CAB ARRIVES AND
STARTING THE JOURNEY

MONITORING THE
ROUTE AND ESTIMATED
ARRIVAL TIME

REACHING THE VENEUE
AND COMPLETING THE
CAB PAYMENT

SCENE 4

ENTERING THE
RESTAURANT AND
REQUESTING THE TABLE

GOING THROUGH THE
MENU AND DECIDING
THE MEAL

PLACING THE ORDER
AND ENJOY THE FOOD

SCENE 5

CHECKING WHETHER
THE FOOD QUALITY
MEETS EXPECTATIONS

OBSERVING STAFF
BEHAVIOUR AND
SERVICE SPEED

SHARING FEEDBACK OR
RATING THE
RESTAURANT

SCENE 6

PREPARING TO LEAVE
AND COLLECTING
PERSONAL BELONGING

BOOKING A CAB OR
ARRANGING ANOTHER
TRAVEL MODE

RETURING HOME OR
HEADING TO THE NEXT
ACTIVITY.

HOME TO AIRPORT



SIMRANVEER KAUR

HOME TO AIRPORT

DECIDING TO LEAVE
HOME FOR AIRPORT

PLANNING WHETHER
EXTRA TIME IS NEEDED
FOR TRAFFIC

PREPARING LUGGAGE
AND TRAVEL
DOCUMENTS BEFORE
LEAVING

THINKING ABOUT
AVAILABLE TRAVEL
OPTIONS

DECIDING TO BOOK A
CAB FOR CONVENIENCE

COMPARING FARES
AND SELECTING THE
RELIABLE AND COST
EFFECTIVE CAB

SITTING IN THE CAB
AND BEGINNING THE
JOURNEY

FOLLOWING ROUTE
WHILE CHECKING THE
TRAVEL TIME AND
FLIGHT SCHEDULE

ARRIVING AT THE
AIRPORT AND PAYING
THE FARE

ENTERING THE
TERMINAL AND
LOCATING THE AIRLINE
CHECK-IN COUNTER

CHECKING IN LUGGAGE
AND COLLECTING THE
BOARDING PASS

GOING THROUGH
SECURITY CHECK AND
ENTERING THE
DEPARTURE AREA

FINDING THE
DESIGNATED
BOARDING GATE

MONITORING
ANNOUNCEMENT
SCREENS FOR UPDATES

EXPERIENCING
COMFORT OR IN
INCONVENIENCE DURING
THE WAITING TIME

LINING UP FOR
BOARDING WHEN THE
ANNOUNCEMENT IS
MADE

SCANNING BOARDING
PASS AND ENTERING
THE AIRCRAFT

SETTLING INTO THE
SEAT AND
PREPARING FOR TAKE-
OFF
