

SCHOOL OF MANAGEMENT STUDIES

**SUBMITTED BY: SIMRANVEER KAUR
REGISTRATION NO.: 72413722**

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.

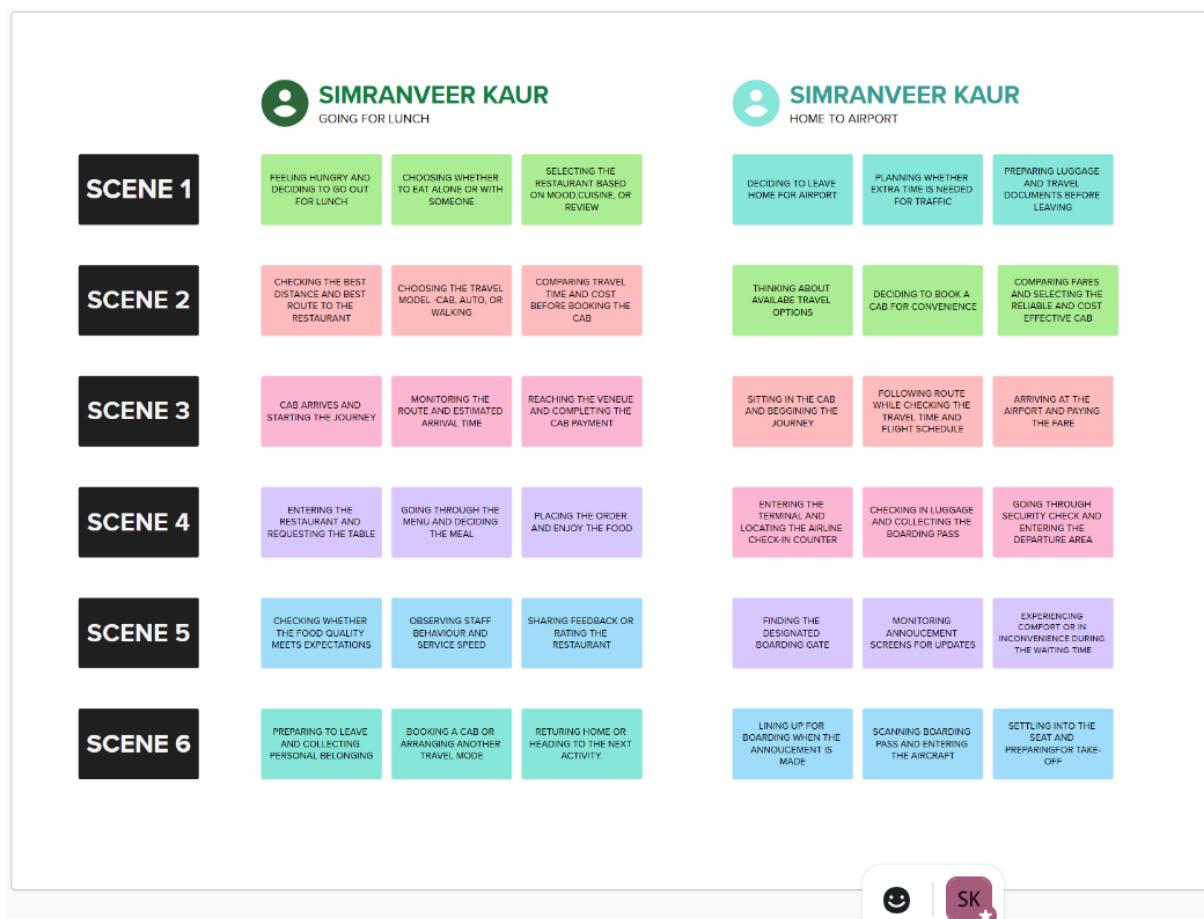
KEY FEATURES OF BRAINSTORMING

- 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 VENUE
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 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