

G H RAISONI COLLEGE OF ENGINEERING & MANAGEMENT, WAGHOLI, PUNE

**(An Autonomous Institute under UGC Act 1956 & Affiliated to Savitribai Phule
Pune University)**

NAME – SWAYAM PRAMOD TERODE

ROLL NO. – C70

DIVISION – C

FACULTY: MR. KAMLESH MORE

SUBJECT - Problem Identification and Design Thinking

Assignment 4

What is Ideation? Or Brainstorming of ideas?

**How you will carry out Ideation for problem defined in
Assignment 1?**

**Elaborate the discussion taking help from at least 5
classmates.**

➤ What is an ideation brainstorm?

Ideation is the process of forming ideas and concepts. In the corporate environment, “ideation” means generating new ideas to solve specific problems. These can be problems that your customers are facing (thus leading to new products and services that your organization can provide), or problems that your organization is

experiencing (thus resulting in improvements in your internal structure or processes).

An ideation brainstorm is one of the most effective ways to explore new opportunities. Mastering creativity techniques is essential to getting the most out of every brainstorming session.

Every business challenge will need a tailored program. The program overview below will give you a general idea of what an ideation brainstorm could look like, but your ideation facilitator will explain which brainstorming techniques are best suited to your workshop.

➤ **Brainstorming of ideas**

Brainstorming combines a relaxed, informal approach to problem solving with lateral thinking. It encourages people to come up with thoughts and ideas that can, at first, seem a bit crazy. Some of these ideas can be crafted into original, creative solutions to a problem, while others can spark even more ideas.

How you will carry out Ideation for problem defined in Assignment 1?

Take responsibility and do it.

Never take things for granted.

Find reason why you are doing and what you are doing.

Elaborate the discussion taking help from at least 5 classmates.

Spend time with likeminded people.

Cut off with distractions.

Be contented with all the things, you have in your life.