



Ideas Activity 1. Pain Point



This is where we unpack the brief and really think about the issues surrounding travel. What is it that really grates on you when it comes to travelling around? Is it that the bus is never on time? Your suitcase is too heavy to get in and out of the car? Or cars don't give you enough space when you are out cycling on your bike?

By looking at the problems surrounding travel, this can help to generate ideas on how some of these issues could be resolved.



What you need to do:

1. Grab some post-it's and scribble down your pains around travelling and transport
2. Stick them up on the window for all to see
3. Take a look at what others have written, do you sympathise with these, is there anything else you could add to what they have already written?

