



# Ideas Activity 3. Eight Ideas



Now you need to take everything you have discovered in the Pain Point and Brainstorming activities to help you identify 8 ideas or product concepts to take forward to the next stage, which fulfil the brief of improving travel.

Now it's time to draw, so pick up a pen or pencil and sketch out 8 of your best ideas.

Here's what you have to do:

1. Take a piece of paper and fold it into 8.
2. Identify 8 different concepts or ideas to take forward
3. Sketch these out, one in each box (stick men will do)
4. Add any written notes to help explain your concept

You could combine a couple of concept into one product, to make a supersonic hybrid.

Don't worry, your drawings don't have to be masterpieces, they just help to illustrate your idea so a very rough sketch to get your concept down on paper is all that is needed... stick men are perfect.

