

PHASE 3 | IDEATE

Brainstorm and Dot Voting

Challenge: Make pickup on a busy campus obvious

Sample project: A food-delivery app for university students in Islamabad. The blue italic text is an example of a completed sheet.

FACILITATOR INSTRUCTION

"Defer judgement, build on others with "yes, and...", and go for quantity. After ten minutes, each person gets three dots. Vote for ideas you would love to see built, not just the ones you wrote."

BRAINSTORM RULES

- *Defer judgement*
- *Encourage wild ideas*
- *Build on the ideas of others ("yes, and...")*
- *Stay on topic*
- *Go for quantity*

IDEAS AND VOTES

Idea	Dots	Notes
<i>Coloured pickup shelf per restaurant</i>	5	<i>Simple, cheap, easy to pilot</i>
<i>Named meeting points with signs</i>	4	<i>Needs campus approval</i>
<i>Pickup code shown in the app</i>	6	<i>Fixes mismatched orders</i>
<i>Rider wears a colour matching the order</i>	1	<i>Hard to enforce</i>
<i>Drone drop-off to the lawn</i>	0	<i>Fun, but not realistic</i>

WINNERS

- *Pickup code shown in the app*
- *Coloured pickup shelf per restaurant*