Brainstorming is a dynamic and collaborative approach to problem-solving that kicks off with the free-flowing generation of numerous ideas within a group.

The primary focus at this stage is on fostering **divergent thinking**, encouraging participants to contribute a plethora of ideas without judgment.

This process taps into the diversity of perspectives within the group, cultivating creativity by exploring unconventional and varied solutions.

Once a pool of ideas is created, the shift turns to **convergent thinking** during the evaluation phase.

Criteria such as feasibility, relevance, and potential impact are considered to narrow down and select the most promising options.

This stage involves critical analysis, with participants weighing the pros and cons of each idea.

The synergy between these two thinking modes is the heartbeat of successful problem-solving.

It's impossible to be both divergent and convergent simultaneously; one precedes the other.

The selected options undergo further refinement, potentially merging or modifying ideas, to enhance their viability.

The ultimate goal is to make informed decisions that align with the problem-solving objectives.

Subsequently, the chosen options are translated into actionable plans, initiating the implementation phase.

Creative problem-solving is acknowledged as an iterative process, allowing for adjustments based on feedback and the potential need to revisit the brainstorming and evaluation stages.

Through this combined approach of divergent and convergent thinking, the collaborative brainstorming process becomes a powerful tool for deriving innovative and effective solutions to complex problems.

In problem-solving, **Design Thinking** is a human-centric problem-solving methodology characterized by a series of iterative steps.

Beginning with the **Empathize** phase, designers seek to understand users deeply through methods like interviews and observations.

The **Define** phase involves crystallizing insights into a clear problem statement.

Ideation follows, encouraging the generation of diverse ideas without judgment.

Moving into the **Prototype** phase, tangible representations of ideas are developed, allowing for visualization and early feedback.

Testing involves putting prototypes before users to gather insights,

and the **Iterate** phase acknowledges the iterative nature of design, prompting refinement based on feedback.

It's essential to note that Design Thinking is flexible, allowing for the revisitation of steps and a collaborative, multidisciplinary approach, making it a versatile and effective framework for innovation and problem-solving across various industries.
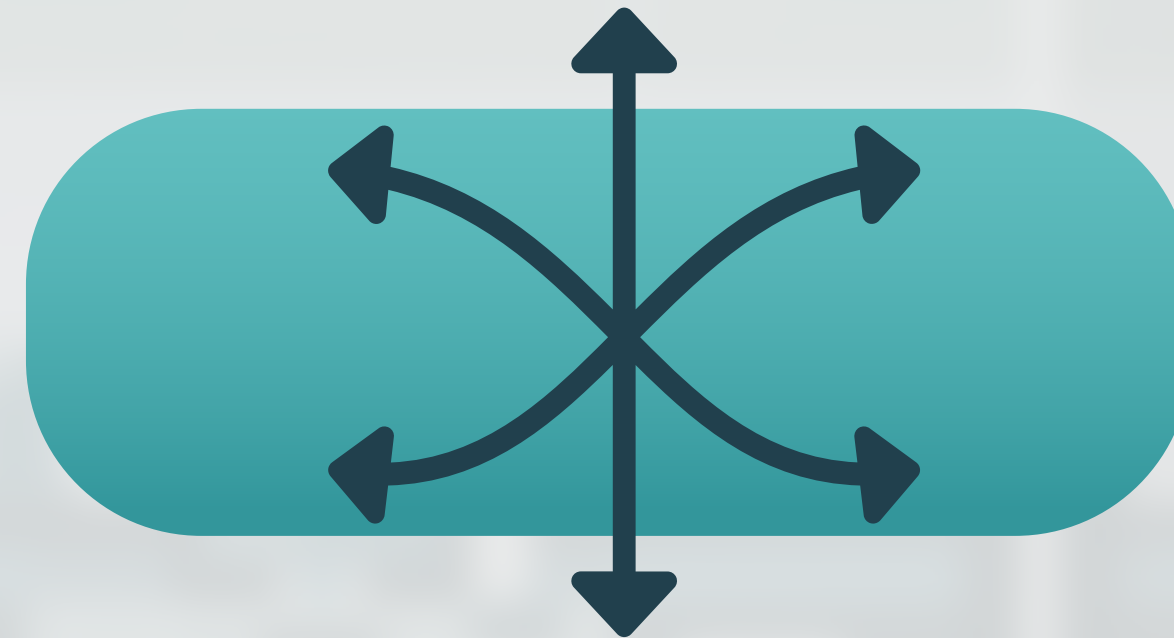
In addressing the complexities of public transportation improvement, Design Thinking takes center stage.

Amid the five key steps, let's zoom in on the **Empathize** step.

Numerous individuals struggle to distinguish between Empathy and Sympathy.

This confusion often arises due to the subtle nuances between the two concepts.

Empathy means understanding the thoughts, feelings and experiences of other people by looking at the situation from their perspective, while **sympathy** entails expressing compassion or pity for someone's situation.

The distinctions between these two terms are crucial for fostering meaningful connections and effective communication in various interpersonal relationships.

Begin by immersing yourself in the daily experiences of commuters, observing their frustrations, needs, and challenges.
This empathetic understanding serves as the foundation for the subsequent step: **defining the problem**