

SOLUTION IDEATION

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Problems it Solves

1. Is your solution the best solution?

You may have an idea already - perhaps you started this process with an idea in mind - of the solution you want to build. Now that you have all of this information from your customers, is your solution really the best solution?

Here, you are going to explore the entire space of potential solutions to identify and fully flesh out the best solution to the problems your customers have articulated.

2. Develop backup ideas

If it turns out your solution does not solve the problem your customers have, you'll generate a number of other ideas to test.

Keys to Creativity

Before we get started, there are some ground rules for this exercise.

In order to truly explore the full spectrum of possible solutions, you will need to think creatively. This may require you to use your brain in new ways: to think differently, so you can create differently.

SOLUTION IDEATION

1 How can we help _____ not feel _____
customers
_____ when they _____ ?
emotions problem context

2 List any 5 solutions 1 _____ 2 _____ 3 _____ 4 _____ 5 _____	3 Physically impossible solutions 1 _____ 2 _____
5 Illegal solutions 1 _____ 2 _____	4 Any 3 solutions 1 _____ 2 _____ 3 _____
7 "Money is no Object" solutions 1 _____ 2 _____	6 Any 3 solutions 1 _____ 2 _____ 3 _____
8 Any 3 solutions 1 _____ 2 _____ 3 _____	9 "Best & Brightest" solutions 1 _____ 2 _____
11 "Next Week" solutions 1 _____ 2 _____	10 Any 3 solutions 1 _____ 2 _____ 3 _____

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Grab your Solution Ideation worksheet.