

# PROBLEM SYNTHESIS

**1** Customer Problem

**2** Current Solutions

**3** Emotions

**4** Channels

**5** Deficiencies



# 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 .....

**5** Illegal solutions

- 1 .....
- 2 .....

**7** "Money is no Object" solutions

- 1 .....
- 2 .....

**8** Any 3 solutions

- 1 .....
- 2 .....
- 3 .....

**11** "Next Week" solutions

- 1 .....
- 2 .....

**3** Physically impossible solutions

- 1 .....
- 2 .....

**4** Any 3 solutions

- 1 .....
- 2 .....
- 3 .....

**6** Any 3 solutions

- 1 .....
- 2 .....
- 3 .....

**9** "Best & Brightest" solutions

- 1 .....
- 2 .....

**10** Any 3 solutions

- 1 .....
- 2 .....
- 3 .....

**12** Any 3 solutions

1 .....

2 .....

3 .....

**13** "No Money" solutions

1 .....

2 .....

**15** "No Software" solutions

1 .....

2 .....

**14** Any 3 solutions

1 .....

2 .....

3 .....

**16** Any 3 solutions

1 .....

2 .....

3 .....

**17** Current solution deficiencies

**18** Review your ideas. Draw the most \_\_\_\_\_ solution:

<b>Logical</b>	<b>Delightful</b>
<b>Inexpensive</b>	<b>Disruptive</b>

**19** Solution #1

**20** Solution #2

**21** Solution #3 (optional)

# OFFER DESIGN

1 Channels	Investment			Return	return investment	ROI
	time	money	total	customers		

2 Problem-Centric Messages (PCM)

1 .....

2 .....

3 .....

4 .....

5 .....

3 Calls to Action (CTA)

1 ..... 2 .....

3 .....

4 OFFER 1

Channel: .....

PCM: .....

.....

CTA: .....

5 OFFER 2

Channel: .....

PCM: .....

.....

CTA: .....



# OFFER EXPERIMENT

## 1 OFFER

Channel: .....

PCM: .....

CTA: .....

## 2 TIME BOX

Start: .....

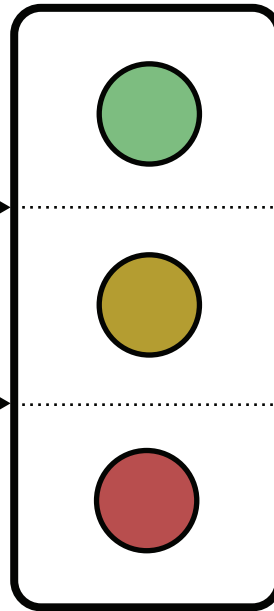
End: .....

## 3 SUCCESS METRIC STOPLIGHT

Metric: .....

Success: .....

Failure: .....



Proceed: .....

Optimize: .....

Failure Protocol

## FAILURE PROTOCOL

### 4 Reflect

.....  
.....

### 5 Relate

Failure Friend #1: .....

Failure Friend #2: .....

### 6 Re-Declare Victory

I will declare victory when I achieve:

.....  
number things

& will feel .....

### 7 Re-FOCUS

If this path doesn't lead to victory, I will find one that does.

My next step: .....