

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:

Logical	Delightful
Inexpensive	Disruptive

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:

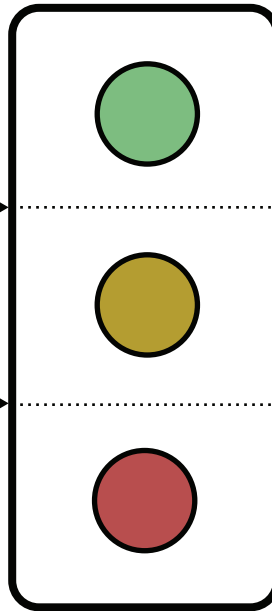
End:

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: