

## **Ideation Phase**

Created ecosystem to learn more about the domain, task flows to align design decisions with user's behavior, and information architecture to understand the domain and IA which forms the basis for the product.

Define The Problem Statement

In this Activity, you are expected to refer the phase template, prepare it accordingly and submit.

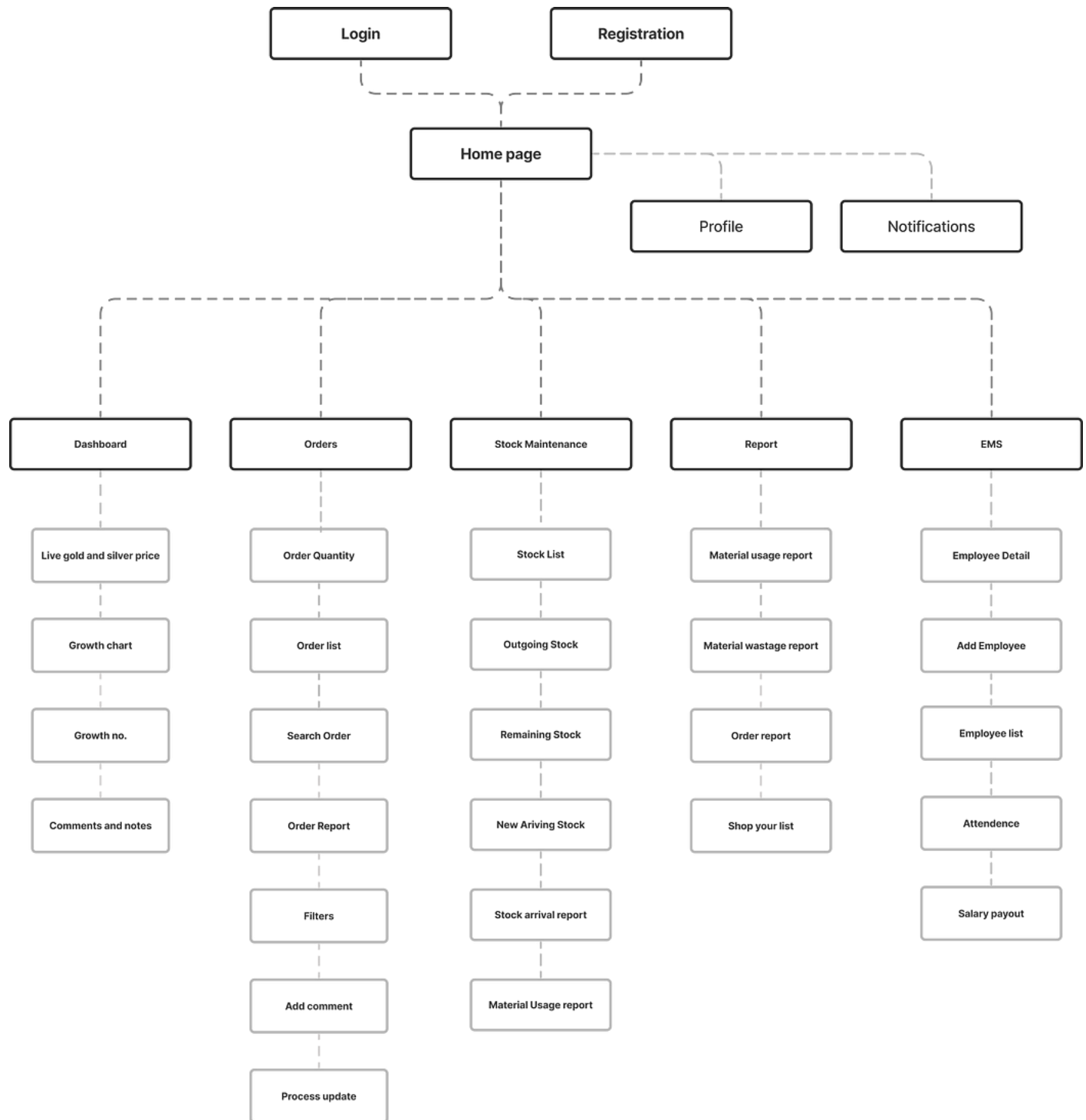


Fig CRM APPLICATION FOR JEWEL MANAGEMENT

## Define The Problem Statement

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Empathy is the centerpiece of a human-centered design process. The Empathize mode is the work you do to understand people, within the context of your design challenge. It is your effort to understand the way they do things and why, their physical and emotional needs, how they think about world, and what is meaningful to them.

**WHY empathize As a design thinker, the problems you are trying to solve are rarely your own**—they are those of a particular group of people; in order to design for them, you must gain empathy for who they are and what is important to them. Observing what people do and how they interact with their environment gives you clues about what they think and feel. It also helps you learn about what they need. By watching people, you can capture physical manifestations of their experiences – what they do and say. This will allow you to infer the intangible meaning of those experiences in order to uncover insights. These insights give you direction to create innovative solutions. The best solutions come out of the best insights into human behavior. But learning to recognize those insights is harder than you might think. Why? Because our minds automatically filter out a lot of information without our even realizing it. We need to learn to see things “with a fresh set of eyes,” and empathizing is what gives us those new eyes. Engaging with people directly reveals a tremendous amount about the way they think and the values they hold. Sometimes these thoughts and values are not obvious to the people who hold them, and a good conversation can surprise both the designer and the subject by the unanticipated insights that are revealed. The stories that people tell and the things that people say they do—even if they are different from what they actually do—are strong indicators of their deeply held

beliefs about the way the world is. Good designs are built on a solid understanding of these beliefs and values.

**HOW to empathize to empathize, you:** - Observe. View users and their behavior in the context of their lives. As much as possible do observations in relevant contexts in addition to interviews.

## **Brainstorm & Prioritize Ideas**

In this activity you are expected to work on Brainstorming standard template available on mural.

**1.They are not specific enough:** Often sessions are conducted around a broad topic such as ‘How can we improve onboarding?’ While the session may feel productive, it results in generic ideas which do not tackle user problems directly.

**2.They are unstructured and outcomes unclear:** A typical brainstorm session is often unstructured to allow for multiple hypothesis, typically one problem/hypothesis is already provided to then come up with various solutions.

**3.They lack follow-up on actions, results and learnings:** The most common result of brainstorming sessions I have seen are a bunch of ideas scribbled down on post-it notes and stuck to a wall to become part of the office decor. Yes, some ideas may be worked on once everyone’s energy has returned, but the structure needed to bring those great ideas down to the ground and prioritize them for follow-up in a systematic way (using a framework like Reach Relevance Frequency, for example) is often missing.

In this article, I want to propose a new framework that we often use at Phiture to brainstorm ideas geared towards tackling a specific challenge, resulting in a prioritized action plan. Although there is no one-system fits all solution, the BRAIN Framework is intentionally written to be broad enough for you to adapt it to your needs and team setup. **You can download the free BRAIN framework template [Download the free BRAIN template here.](#)**

**If you already include brainstorming sessions in your CRM team activities, but would like a more optimized session framework, please skip ahead to Section 2.** If you and your team are at the beginning of your relationship with better, structured brainstorming sessions, then read on.

In the interest of saving time, I am going to assume that you are already aware of the foundations and basics of the brainstorming process. In case you want a refresher, I highly recommend checking out the following articles:

1. Basics of a brainstorming mindset: [Brainstorming – IDEO U](#)
2. Ways in which brainstorming can unlock value: [Better Brainstorming in HBR](#)
3. Some top techniques to generate ideas: [20 Brainstorming Techniques for Generating Better Ideas](#)

## **Section 1: Why does your CRM team need structured brainstorming sessions?**

The short answer is, because it helps the team understand priorities for experimentation, and generate ideas for a specific goal. At the end of an ideal brainstorming session, you should have not only a prioritized list of campaign ideas that will unlock growth and further user insights, but a better idea where that growth is coming from. Unfortunately, the majority of brainstorming sessions I have seen in my career drop out after the idea collection stage has ended.

## Section 2: Introducing the BRAIN Framework

i	ii	iii
1	<b>BRAIN Framework</b>	<b>Definitions</b>
ii	<b>Behavior</b>	What is the key behavior you want users to do?  Tools/techniques that can be applied: <ul style="list-style-type: none"> <li>- Key/business metrics</li> <li>- User lifecycle metrics (core actions based on user lifecycle stage, etc.)</li> <li>- Key funnel drops</li> </ul>
iii	<b>Reasons</b>	Possible reasons/hypothesis for users currently doing BCD not doing the key behavior?  <ul style="list-style-type: none"> <li>- User forums</li> <li>- Qualitative research</li> <li>- App store reviews</li> <li>- Prior experiments &amp; test results</li> </ul>
iv	<b>Actions</b>	What are the actions that a user would have to go through to get to the key behavior (both external & internal)?  <ul style="list-style-type: none"> <li>- User journey mapping (Micro-board)</li> <li>- User flow using product analytics tool (Amplitude, Mixpanel, etc.)</li> </ul>
v	<b>Incentive</b>	How can we make users intuitively/naturally get to key user actions (these are focused on touchpoints while they are in the app or interacting with the app naturally)?  <ul style="list-style-type: none"> <li>- CRM tools like Braze, Loopium, CleverTap, Iterable, etc.)</li> <li>- In-app messages (Slayer studio)</li> <li>- Inbox messages, personalized cards, web in-apps &amp; web pushes</li> </ul>
vi	<b>Nudges</b>	What are the nudges?  <ul style="list-style-type: none"> <li>- Push messages</li> <li>- Emails</li> <li>- SMS</li> <li>- Direct Mail</li> </ul>