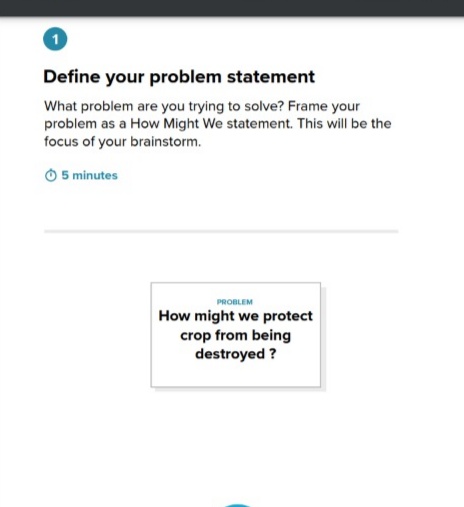
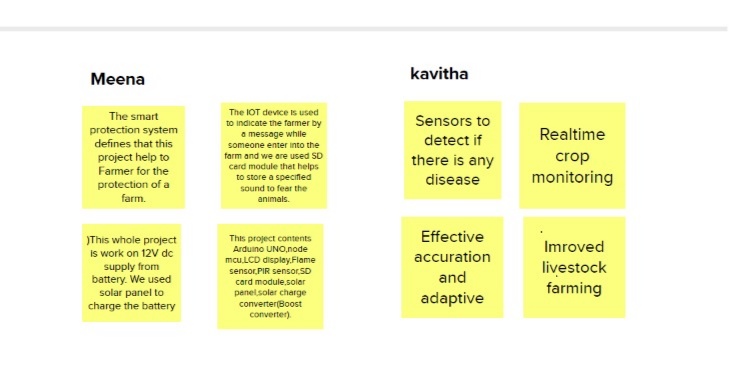
**IDEATION PHASE**

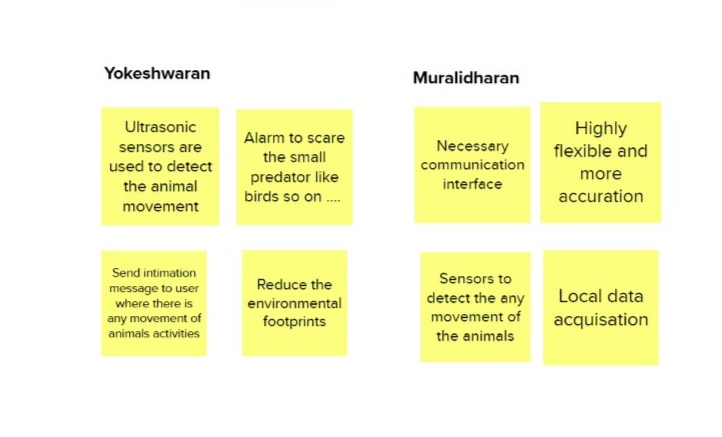
**Step:1**

****

**Step: 2 Brainstorm, Idea Listing & Grouping:**

**BRAINSTORM:**

****

****

**GROUP IDEAS:**

****

**Step:3**

**IDEA PRIORITIZATION:**

****