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Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

- 1) Ramesh is a doctor who needs customer support for 24 hours from bank to get guidelines.
- 2) Leela is a software engineer who wants best communication from bank to solve the issues.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.