

Problem statement:

Brainstorm for PONTUS a connected micro device for workspace improvement.

BRAINSTORM:

Lack of orders.	Improve the customer satisfaction.
More product sales.	More offer increase the customer.

Key perfromances.	To think different ways to increase customer.
Encourage the employees.	To increase the purifier sales.

Make more profit.	Boost sales.
Boost profit.	Positive attitude.

To produce the quality protect.	To produce purify water.
Water treatment and hygiene.	Implement new ideas.

Group ideas:

Maintain the quality.	Attract the customer.
Reduce the customer churn.	Increase profit.

Latest technology.	Marketing through twitter groups.
Using many strategies.	Latest technology

Prioritize:

