

ESTIMATION OF BUSINESS PROJECT

IDEATION PHASE

Define The Problem Statement

- In general, a problem statement will outline the negative points of the current situation and explain why this matters.
- A good problem statement will usually also make some effort at paving the way towards a solution.
- Problem statements are usually kept between 100 and 400 words long.

Empathize And Discover

- Approach challenges from a different perspective. ...
- Ask questions to understand. ...
- Validate how the other person is feeling. ...
- Determine the preferred resolution. ...
- Develop your listening skills. ...
- Offer to help. ...
- Challenge your biases.

Brainstorm And Prioritize Ideas

- The Brainstorm & idea prioritization template helps you:
- Define your problem statement. Collect ideas and gather feedback from everyone.
- Group ideas by theme.
- Prioritize your solutions and get aligned on next steps.