**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| --- | --- |
| Date | 06 May 2023 |
| Team ID | NM2023TMID18687 |
| Project Name | Assessing the safety of municipal drinking water |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

**Step-1: Team Gathering, Collaboration and Select the Problem Statement**

The following is a breakdown of how we write this:

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| --- | --- |
| **Element** | **Description** |
| **[USER]** | **This is based on your customers persona, e.g., a portrait or makeup of what your typical customer looks like.**  **This can be their job ( a manager, an engineer, etc.), their life stage (child, teenager, etc.), or any other trait that reflects who you are trying to sell your product to.** |
| **[MOTIVATION]** | **This will be informed by the job the user is trying to accomplish via the JTBD framework. It’s usually something that your user is trying to do by using your product but can’t because of the problem in your product.** |
| **[EXPECTED OUTCOME]** | **The outcome is the exact job that they are trying to accomplish, which comes from your JTBD framework.**  **For example, if you were an engineer and were using a laptop, your expected outcome would be that the laptop was performant enough to handle your workload. If the laptop is slow or crashes intermittently during the day, it is likely that this is blocking you from your expected outcome and, hence, is a problem or pain point to solve.** |
| **[PROBLEM]** | **It is as it says — this is the exact nature of the problem.**  **The problem here should ideally be simple to describe and doesn’t require much context, as most of that context should’ve been completed in the user, motivation, and expected outcome phases of the problem statement.** |
| **[EMOTION]** | **Finally, the emotion is the mental state of the customer that is affected by not being able to achieve the expected outcome.**  **Although this might sound trivial, the emotional state of a customer can sometimes subtly influence how your customer perceives your product, whether positively or negatively, and dictates how often your customer can convince themselves to use your product to get the job done.**  **It is important to consider their frustration, anger, or disappointment. This not only informs you about the severity of the problem, but also, by bringing emotion into the equation, your team can feel exactly what the customer is feeling, motivating them to provide a solution that solves their problem.** |

## Examples of realistic problem statements

Going off of the previous section where we looked at a problem statement template, let’s now review some examples:

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| --- | --- |
| **Scenario** | **Problem statement** |
| **A TikTok user is unable to save their videos into a personal list of favorites** | **As a [TikTok user];**  **I’m trying to [save a video I just viewed];**  **So I can [watch the video in my own time or share it with friends & family];**  **But [I am not provided the option to save];**  **Which makes me feel [frustrated].** |
| **An iPhone user is unable to take good pictures at night** | **As an [iPhone user];**  **I’m trying to [take a picture at night];**  **So I can [capture a shot that only looks good in dim to no lighting];**  **But [the phone does not take good night shots];**  **Which makes me feel [sad].** |
| **A popular application you use does not have a native Slack integration** | **As a [Slack user];**  **I’m trying to [include Slack notifications when certain actions are triggered in the application];**  **So I can [be alerted when something wrong happens];**  **But [I am not able to connect my application to Slack];**  **Which makes me feel [stressed].** |

**Step-2: Brainstorm, Idea Listing and Grouping**

Graphical user interface, treemap chart

Description automatically generated

**Step-3: Idea Prioritization**

**Diagram

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