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.

VOYAGE VISTA How Might We _





Brainstorm

Write down any ideas that come to mind that address your problem statement. Remember, the key rules of brainstorming are:

Advice

Defer judgment Go for volume Build on the ideas of others Stay on topic

Encourage wild ideas

Group ideas

Be visual PRO TIP: Select a sticky note and click

the pencil icon in the menu to sketch.

ber also managed to close smart partnerships with industry relevant apps such as restaurant site Zomato, successful provider paytm or online box office BookMyShow They enhanced the newcomer's widespread, contextual presence, growth of its user

Uber's strategy is to create such an extensive network that leads to a liquidity network

Large driver supply—> Lower wait times and fares—> More riders—> Higher earning potential for drivers-> More drivers. And the cycle repeats.

The facilitator should group all the ideas from the brainstorming process (step 2). After that, you should add your opinions by adding arrows to point ideas into other groups and sticky notes and icons to share your thoughts.

PRO TIP: This is a great place to use color coding. You can change the color of multiple sticky notes at once.

> Uber is a ride-hailing company that offers the Uber app, which you can use to submit a trip request that is automatically sent to an Uber driver near you, alerting the driver to your

The accepting Uber driver will then come and pick you up and drive you to your requested destination.

The facilitator should copy and paste the groups from step 3 into this area and setup the vote details. Let's vote! Add a vote on sticky notes you think are a high priority. You can also add your vote to an entire group.

Vote area

Uber has a rating of 2.19 stars from 1,745 reviews, indicating that most customers are generally dissatisfied with their purchases. Reviewers complaining about Uber most frequently mention customer service, credit card, and phone number problems. Uber ranks 16th among Car Sharing sites.