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Title: Building a Fun and Meaningful Feedback Ecosystem for Audi Customers

Introduction: The goal of this project is to design a feedback ecosystem for Audi customers that is engaging and rewarding. The current feedback system may not be incentivizing enough and may discourage customers from providing valuable feedback. In this report, I outline the steps we took as a team to understand the challenge, gain a detailed understanding of the problem, and identify key findings and problems to solve.

Methodology: To understand the challenge, we used a brainstorming technique in Miro to gather the most important words and synonyms related to our challenge. After discussing it as a team, we were able to reframe the challenge in a new sentence. Next, we conducted individual research to gain a detailed understanding of the problem. Specifically, I focused on getting to know Audi customers and their feedback preferences by using Google and exploring Audi's website. I conducted interviews with Audi customers to identify key findings and problems they face when providing feedback. Finally, we consolidated the team's findings and shared the main insights obtained during the interviews.

Results: My research identified several key findings related to the challenges and barriers Audi customers face during the feedback process.

The most important insights were:

- The difficulty of submitting feedback quickly and efficiently
- The lack of incentives for providing feedback
- The need for acknowledgement and recognition of valuable feedback
- The lack of visibility into how feedback is being used to improve products and services

Considering the key findings from both myself and my team, we created a persona that represented our synthesized knowledge about our user group. We used the persona to define a specific problem that would offer the user the greatest value or serve the biggest pain point. From there, we created How Might We (HMW) questions that described our hypothesis problem.

Most important HMW questions were:

1. How might we encourage customers to participate in the feedback system and provide feedback?
2. How might we help customers provide valuable feedback out of their busy schedule seamlessly?
3. How might we show customers that their feedback is valuable for the company?

Problem Statement:

- Audi needs a feedback ecosystem that provides customers with an engaging and rewarding experience when providing feedback. The current feedback system is not incentivizing enough and may discourage customers from providing valuable feedback.

Conclusion: Our team used the double diamond model for our project and completed the first diamond, discover and define. I gained a better understanding of our challenge and identified the most important customer insights and problems to solve, which will guide me in the next stage of the Design Thinking process.

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