





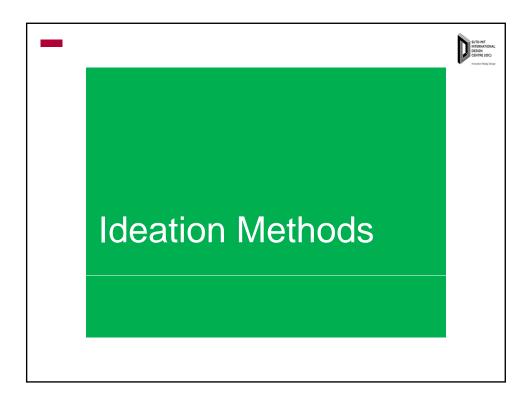
Objectives are to:

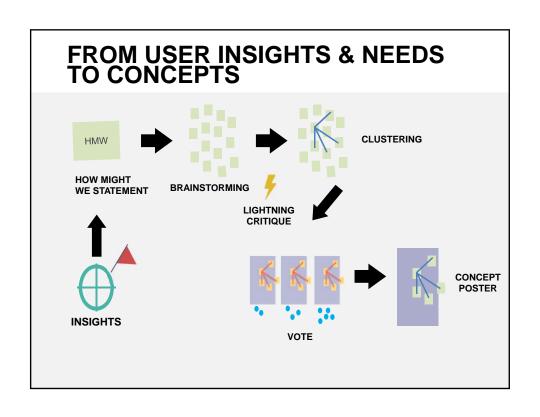
- Turn the research and insights from Discovery and Define phases, into an Opportunity Statement
- Use the Opportunity Statement as a new frame to come up with quality and quantity of ideas, which the team builds into several potential solution concepts

5



Happiness and delight, coming from a genuine sense of well-being







# **SLICE**

HOW MIGHT WE STATEMENT
How might we help drivers feel more secure about staying on in the gig-economy?

#### feel more secure

Insurance CPF Instant payment Expectation Ability to focus on important things Parents

#### staying on

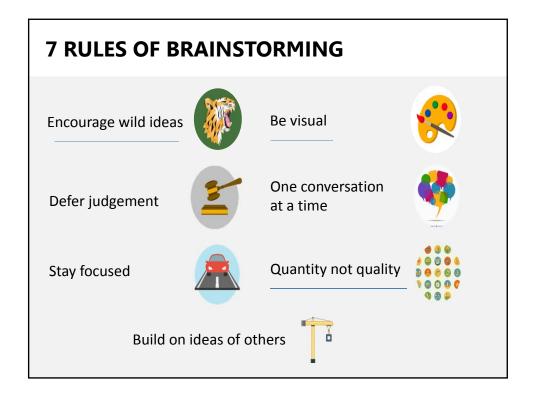
Hope Energetic Satisfied Fulfilled

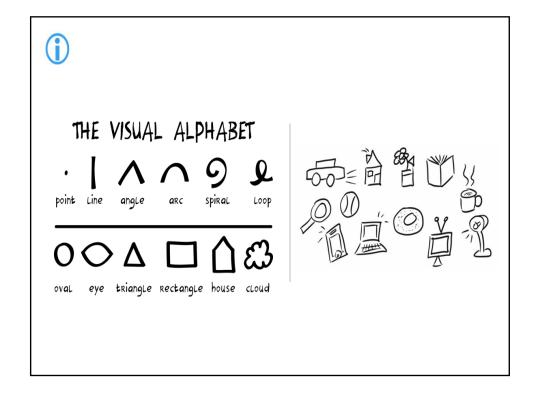
First word that came to mind

Bank or non-banking related

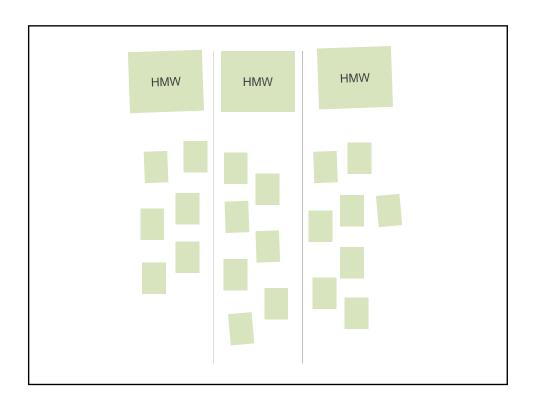
### **ACTIVITY** Do it for all HMW statements 5 Minutes feel more secure staying on First word that came to mind Hope Energetic Satisfied Fulfilled Insurance CPF Bank or non-bank Instant payment related Expectation Automatic – No worry Ability to focus on important things Parents Write on Post-it Lover











#### 5 Minutes

# Brainstorm ideas 1 (Individually)

- 1. Using the brainstorming grid, stick a How Might We (HMW) statement at the respective columns.
- 2. Come out with as many ideas around each of the HMW statements.

Remember: 7 rules of brainstorming!



Shareback as a means to understand and build on an idea

#### 10 Minutes

#### Conduct a lightning critique



Ands
vs
Buts

- 1. Decide on who would be the timekeeper.
- 2. Go through each idea, taking no more than 1 minute for sharing, 1 minute to ask question, 1 minute to build on one another's ideas.
- 3. How could you build upon one another's ideas? Alternatively, what other ideas could you generate after hearing the team?

Remember: To build on ideas with "ands"

#### **ACTIVITY**

#### 10 Minutes

#### Brainstorm ideas 2 (Group)

#### Round Robin exercise

Uses other people's ideas to generate even more ideas, without being influenced by assertive or vocal members of the team. It also ensures that everyone in your group gets an equal chance to present their ideas.

Remember: 7 rules of brainstorming!

#### 15 Minutes

#### Conduct a lightning critique



Ands vs Buts

- 1. Decide on who would be the timekeeper.
- 2. Go through each idea, taking no more than 1 minute for sharing, 1 minute to ask question, 1 minute to build on one another's ideas.
- 3. How could you build upon one another's ideas? Alternatively, what other ideas could you generate after hearing the team?

Remember: To build on ideas with "ands"

#### **ACTIVITY**

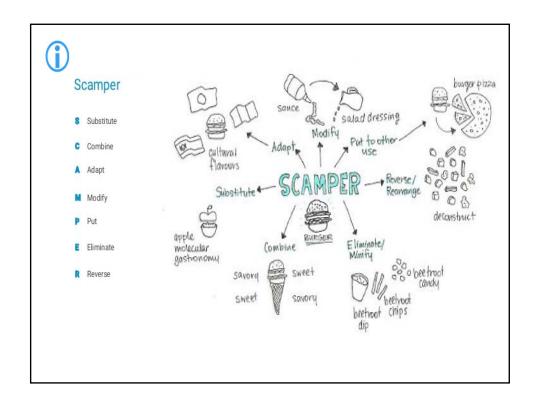
#### 15 Minutes

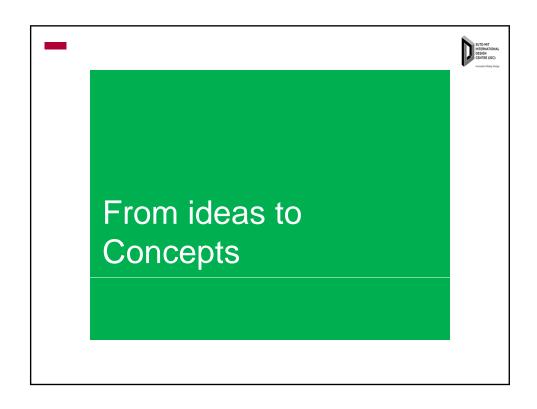
#### Clustering of concepts (Themes)

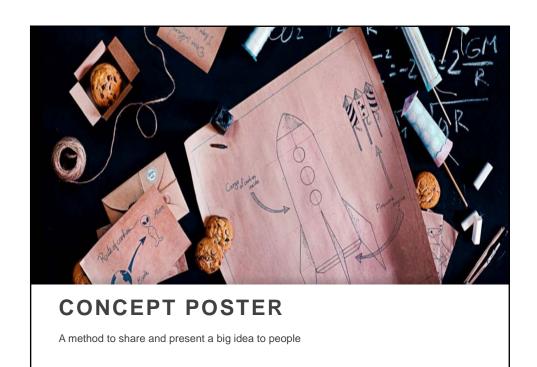




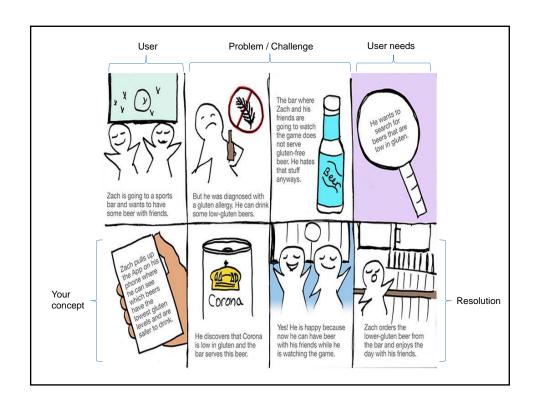
- 1. Cluster according to similar themes (5 mins)
- 2. Voting of concepts. 2 votes per person (10 mins)

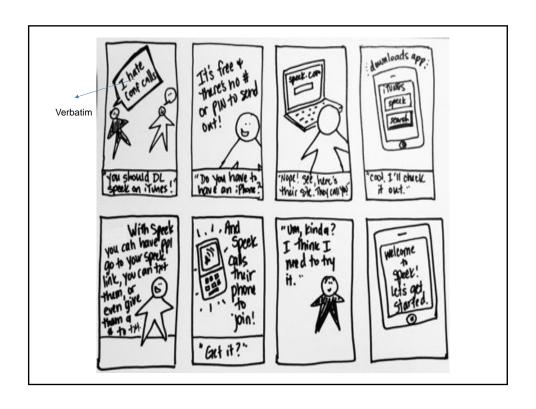


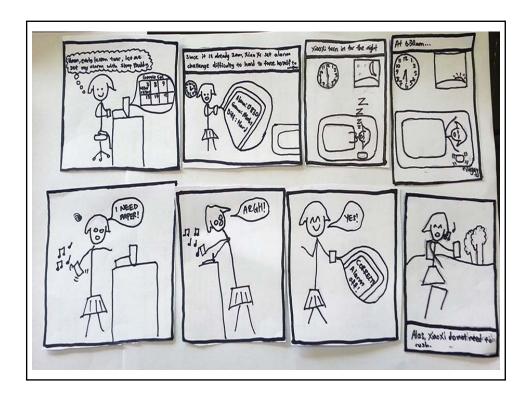




CONCEPT NAME  HMW STATEMENT(S)  WHO ARE THE KEY STAKEHOLDERS?  WHAT IS THE BIG IDEA?  IDEATION (FROM POST-ITs)







## 20 Minutes

## Concept Development

- Combine your ideas together to form a coherent concept
- 2. You can come up with multiple concepts