



Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

- Improving the ordering process
- Adding sign-in options to make logging in easier
- Add feedback to product page directed to each item

Person 2

- Create a guide to add more content suggestions
- Introduce a new content type to the homepage
- Add a new content type to the homepage

Person 3

- Add auto-save features to documents
- Integrated internal document checker
- Add version history and recovery options

Person 4

- Improve dashboard layout
- Change the design and information
- Change the color scheme of the dashboard

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas and themes within your mural.



Discovery, engagement, delivery are the three main components of customer experience

A great idea to improve the customer experience is through customer journey mapping

