

Define your problem statement

Crazy Queen's Cake Shop needs to attract and keep more customers. The shop faces challenges with online visibility, customer loyalty, and meeting diverse dietary needs. Solving these issues is crucial for the shop's growth and long-term success."



PROBLEM

How might we improve Crazy
Queen's Cake Shop's online visibility,
enhance customer loyalty, and meet
diverse dietary needs to attract and
retain more customers, ensuring the
shop's long-term success?





Brainstorm

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

① 10 minutes

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

ANANDHAVALLI. S

Professional Website

Social Media Presence

Personalized Service

SUBIKSHA. N

Customer Feedback

Online Ordering Local Partnerships

UMADEVI. T

Interactive Events

Charitable Initiatives Ecofriendly Practices

SRIJA. S

Online Ordering

Delivery Services Participate in Community Events

MAILANANDHAM. M

Waste Reduction Content Marketing Specialize in Dietary Needs