



# Ideation Phase (Brainwriting)

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## Document 1: Ideation Workshop Script



### Main Objective

Generate creative solutions to streamline Elsa's swimsuit ordering process by reducing communication time and guiding clients through a structured customization experience.

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### Ice Breaker (5 minutes)

**Activity:** "Worst Ordering Experience"

Each participant shares the worst online ordering experience they've ever had in one sentence.

**Purpose:** Get everyone thinking about ordering processes and what frustrates users. Creates empathy and sets a lighthearted tone.

**Example prompts:**

- What made it terrible?
  - What would have fixed it?
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### Workshop Steps

#### STEP 1: Problem Reframing (10 minutes)

**Activity:** Review the problem statement together

"How might we help Elsa reduce time spent on order communication while ensuring clients can easily customize their swimsuits?"

**Instructions:**

- Read the problem statement aloud
  - Discuss the key constraints: time reduction, easy customization, client experience
  - Clarify any questions about Elsa's current process
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## **STEP 2: Worst Idea Brainstorm (20 minutes)**

**Activity:** Generate the WORST possible solutions

### **Instructions:**

1. Think of ideas that would make the problem worse
2. No judgment - the worse, the better!
3. Write each bad idea on a sticky note
4. Share with the group

### **Examples of "worst ideas":**

- Make clients send a video of themselves explaining what they want
- Require a 10-page application form
- Only accept orders between 2-3 AM
- Use carrier pigeons to communicate

### **Why this technique?**

- Removes creative blocks
  - Makes brainstorming fun
  - Bad ideas often contain seeds of good solutions when reversed
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## **STEP 3: Flip the Worst Ideas (15 minutes)**

**Activity:** Convert bad ideas into good ones

### **Instructions:**

1. Take each "worst idea"
2. Flip it into a positive solution
3. Ask: "What's the opposite of this bad idea?"

### **Example:**

-  Worst: "10-page application form"
  -  Flipped: "One-page visual order form with drag-and-drop"
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## **STEP 4: Brainwriting 6-3-5 (18 minutes)**

**Activity:** Silent collaborative idea generation

### **Setup:**

- 6 participants (or adjust number as needed)
- Each person gets a worksheet with 3 columns

- 6 rounds of 3 minutes each

#### Instructions:

1. **Round 1 (3 min):** Each person writes 3 solution ideas (one per column)
2. **Round 2-6 (3 min each):** Pass paper to the right, read previous ideas, then:
  - Build on existing ideas, OR
  - Add completely new ideas, OR
  - Combine ideas from the sheet

#### Rules:

- ☒ Work in silence (no talking!)
- ☒ Write clearly so others can read
- ☒ Quick sketches are okay
- ☒ Every round, every column gets a new idea or improvement

#### Focus areas:

- Information collection methods
- Visual customization tools
- Communication automation
- Order tracking systems
- Calendar/scheduling features

#### Why Brainwriting?

- Introverts contribute equally
  - Ideas build on each other naturally
  - More ideas generated than traditional brainstorming
  - No one person dominates
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### STEP 5: Idea Review & Clustering (15 minutes)

**Activity:** Organize and group similar ideas

#### Instructions:

1. **Review (5 min):** Each person reads their final worksheet aloud
  2. **Clustering (10 min):** Group similar ideas together on a board
  3. Create theme clusters like:
    - "Form-based solutions"
    - "Visual customization"
    - "Automation & calendars"
    - "Instagram integration"
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### **STEP 6: Dot Voting (10 minutes)**

**Activity:** Vote on most promising ideas

**Instructions:**

1. Each person gets 5 dots
  2. Vote for ideas/clusters that best:
    - ☒ Solve the time problem
    - ☒ Are easy for clients
    - ☒ Are feasible to implement
    - ☒ Scale with business growth
  3. Can use multiple dots on one idea
  4. Count votes and identify top 3
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### **STEP 7: Concept Refinement (20 minutes)**

**Activity:** Combine top ideas into one main concept

**Instructions:**

1. Take the top 3 voted ideas/clusters
  2. Identify common elements
  3. Combine the best features
  4. Sketch the unified concept
  5. Give it a clear name and description
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### **STEP 8: Final Vote & Selection (10 minutes)**

**Activity:** Select the main concept to prototype

**Instructions:**

1. Present the refined concept
  2. Rate it against KPIs:
    - Will it reduce time by 50%?
    - Will it increase order accuracy?
    - Will it achieve 80%+ satisfaction?
  3. Final vote: thumbs up/down
  4. Document the decision
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### **Time Schedule Summary**

St	Activity	Duration
0	Ice Breaker	5 min
1	Problem Reframing	10 min
2	Worst Idea Brainstorm	20 min
3	Flip the Worst Ideas	15 min
4	Brainwriting 6-3-5	18 min
5	Idea Review & Clustering	15 min
6	Dot Voting	10 min
7	Concept Refinement	20 min
8	Final Selection	10 min
<b>T</b>		<b>123 min (~2 hours)</b>

### **Round 1: Dot Voting**

- Each participant receives 5 colored dots
- Vote for ideas/clusters that best solve the problem
- Can use all dots on one idea or spread them out
- Count votes and identify top 3 ideas/clusters

### **Round 2: Final Selection**

- After refining concepts, do a final thumbs vote
- Criteria: Impact on KPIs + Feasibility
- Majority wins
- Document the selected concept clearly