Ideation Board - All Ideas

🧠 Worst Ideas Generated

1. ❌ Require clients to mail handwritten order forms
2. ❌ Only communicate through interpretive dance videos
3. ❌ Make clients take a quiz before ordering
4. ❌ 50-question survey about swimsuit preferences
5. ❌ Schedule in-person meetings for every order
6. ❌ Use only voice notes (no text allowed)
7. ❌ Clients must guess what information Elsa needs
8. ❌ Random delivery dates - surprise!

✅ Flipped into Good Ideas

1. ✅ Digital form pre-filled with common options
2. ✅ Visual catalog with click-to-select customization
3. ✅ Quick guided questionnaire (3 questions max)
4. ✅ Smart form that asks only relevant questions
5. ✅ Automated scheduling with calendar integration
6. ✅ Text-based structured order template
7. ✅ Checklist that shows what info is needed
8. ✅ Automatic timeline calculator based on order details

📝 Brainwriting 6-3-5 Results

Participant 1 - Initial Ideas:

- Column 1: Instagram bio link to order form
- Column 2: Visual swimsuit builder with swatches
- Column 3: Calendar shows available delivery dates

Participant 2 - Built on P1's ideas:

- Column 1: → Added "one-click access, saves client info"
- Column 2: → Added "drag-and-drop customization"
- Column 3: → Added "automatic time calculation per piece"

Participant 3 - Built further:

- Column 1: → Added "mobile-optimized for Instagram users"
- Column 2: → Added "real-time preview of swimsuit"
- Column 3: → Added "color-coded availability (green/red)"

Participant 4 - New angles:

- Column 1: → Added "sends confirmation DM automatically"
- Column 2: → Added "save favorite designs for repeat orders"
- Column 3: → Added "reminder notifications before delivery"

Participant 5 - Combination ideas:

- Column 1: "Form + DM confirmation = best of both worlds"
- Column 2: "Visual builder + saved templates = fast repeat orders"
- Column 3: "Calendar + auto-calculator = clear expectations"

Participant 6 - Final refinements:

- Column 1: "Instagram Story highlights link to form"
- Column 2: "Before/after gallery for inspiration"
- Column 3: "Waitlist feature for busy periods"

🏷️ Clustered Themes

Theme 1: Form & Information Collection (18 ideas)

- Instagram bio link form
- One-page order form
- Mobile-optimized design
- Auto-save client info
- Required fields validation
- Order summary preview

Theme 2: Visual Customization (15 ideas)

- Visual swimsuit builder
- Color swatches selector
- Drag-and-drop elements
- Real-time preview
- Saved design templates
- Before/after gallery

Theme 3: Calendar & Scheduling (12 ideas)

- Calendar availability display
- Automatic delivery calculator (6hrs/piece)
- Color-coded dates
- Waitlist for busy periods
- Reminder notifications
- Rush order option

Theme 4: Instagram Integration (9 ideas)

- Bio link placement
- Story highlights link
- Automated DM confirmation
- Share designs in DMs
- Link from posts/Reels

Theme 5: Automation Features (8 ideas)

- Auto-calculate timeline
- Auto-send confirmations
- Auto-save client data
- Auto-reminder before delivery

🏆 Voting Results (Dot Count)

Theme-based votes:

1. **Form & Information Collection** - 22 dots ⭐⭐⭐
2. **Visual Customization** - 18 dots ⭐⭐
3. **Calendar & Scheduling** - 16 dots ⭐⭐
4. Instagram Integration - 10 dots ⭐
5. Automation Features - 9 dots

Individual idea votes (Top 5):

1. Instagram bio link to mobile-optimized form - 8 dots
2. Visual swimsuit builder with real-time preview - 7 dots
3. Calendar with automatic delivery calculator - 7 dots
4. One-page form with required fields - 6 dots
5. Automated DM confirmation after submission - 5 dots

✨ Selected Final Concept

🎯 **Concept Name:** "Elsa's Smart Order Form"

Description:
An online interactive order form accessible via Instagram bio link, featuring:

- Visual swimsuit customization options (shape, colors, style)
- Integrated calendar showing Elsa's availability
- Automatic delivery timeline calculator (based on pieces × 6 hours)
- Mobile-optimized for Instagram users
- One-page completion
- Automatic order summary sent via DM

Why This Concept Won:

- ✅ Combined the top 3 voted themes (Form, Visual, Calendar)
- ✅ Addresses all 3 KPIs directly
- ✅ Reduces communication from 45 min to ~5-10 min
- ✅ Ensures complete information collection
- ✅ Easy for clients (visual, guided)
- ✅ Scalable as business grows
- ✅ Works with existing Instagram workflow
- ✅ Feasible to build quickly

Key Features:

1. Visual customization (not text-based)
2. Calendar availability display
3. Automatic calculations
4. Mobile-first design
5. Instagram integration
6. DM confirmation

How Brainwriting Helped: The collaborative building process allowed ideas to evolve from simple "form" to a comprehensive solution with visual elements, automation, and calendar features. Each participant's additions made the concept stronger.