



Ideation Phase (Brainwriting)



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.



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

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"

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
T		123 min (~2 hours)



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