

IDEATION PHASE

Problem statement

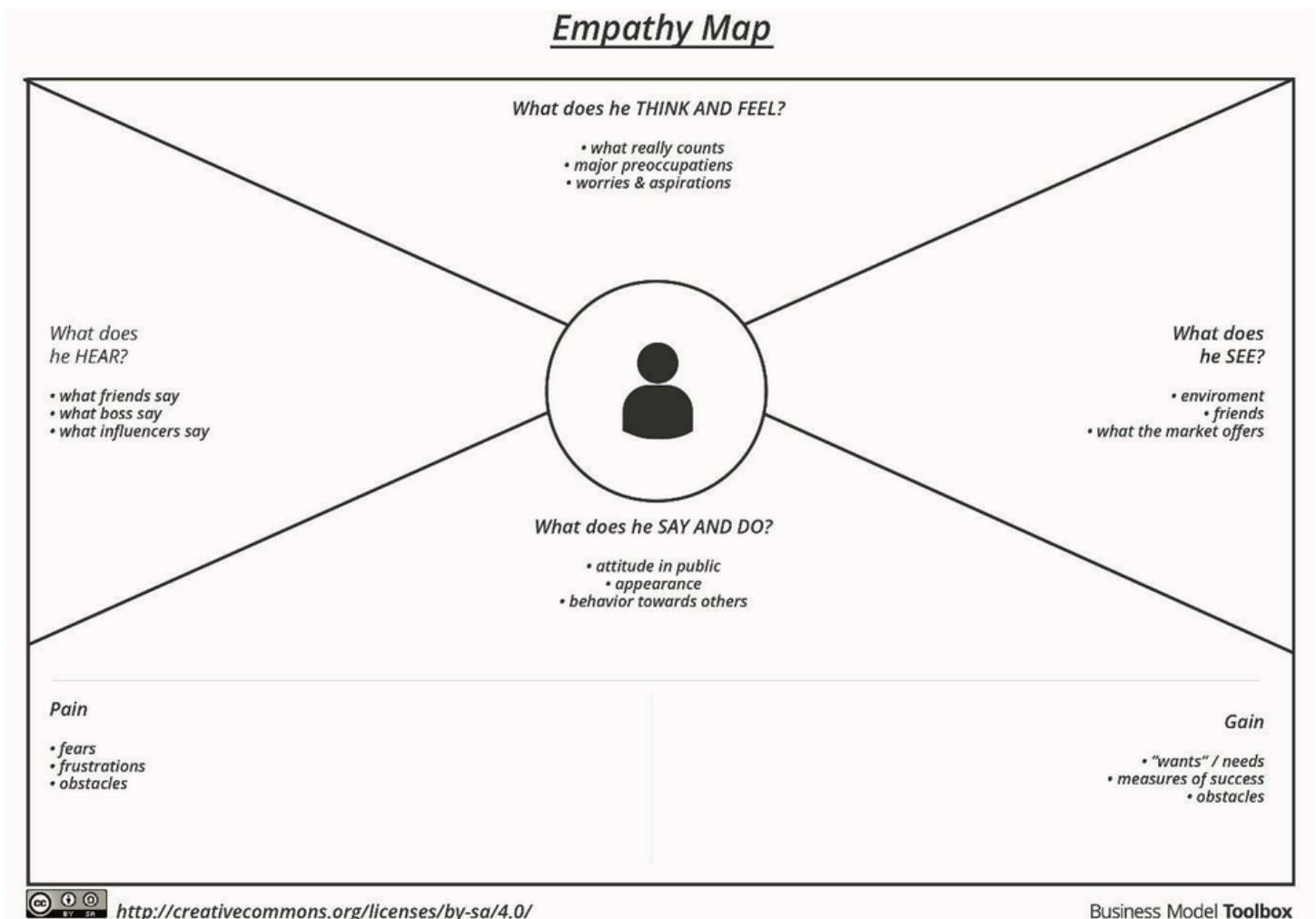
Car showrooms and dealerships often face challenges in managing and streamlining their catalog of cars, including various models and categories. The manual processes involved in handling customer requests, approvals, and task assignments can lead to inefficiencies, delays, and potential errors. This can negatively impact customer satisfaction and operational efficiency

Empathy Map Canvas

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:





Empathy Map Canvas – Automated Car Catalog System for Enhanced Showroom Management

THINK & FEEL	SEE
- Worried about missing leads due to poor catalog access	- Manual spreadsheets or papers scattered around
- Hopes for a digital system to reduce workload	- Other showrooms adopting tech-based solutions
- Feels overburdened by repetitive manual tasks	- Delays in serving customers
- Wants to avoid errors in car details and availability	- Sales team struggling to fetch car specs quickly

SAY & DO	HEAR
- "We need faster ways to check car availability."	- "Customers are waiting too long."
- "I'm tired of updating car info manually."	- "We lost a sale because of outdated data."
- "We need to streamline our sales process."	- "This system is too confusing and slow."
- "Where's the latest model listing?"	- "Management expects instant updates and accuracy."

PAINS	GAINS
■ Time wasted on manual cataloging	- Real-time, automated updates save time
- Errors in car data or duplicate listings	- Centralized, error-free inventory system
- Missed leads and delays	- Faster customer service and sales conversion
- Difficulty in tracking approvals or availability	■ Streamlined approval and tracking of cars

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👥 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes



A Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes



Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

Amir

idea

idea

Yukesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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.

🕒 20 minutes

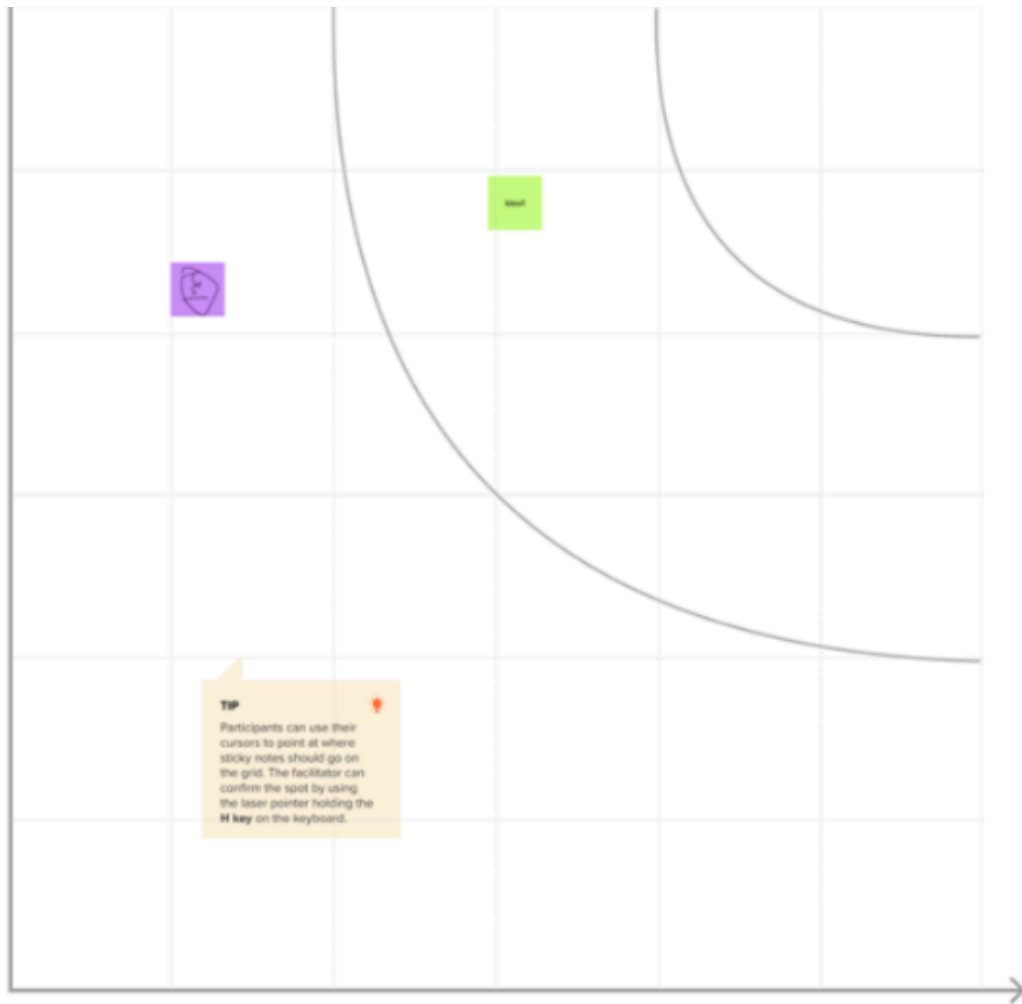
Person 4

TIP

Add color-coded tags to sticky notes to make it easier to find, remove, organize, and categorize important ideas as themes within your board.

Step-3: Idea Prioritization


Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?




Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)