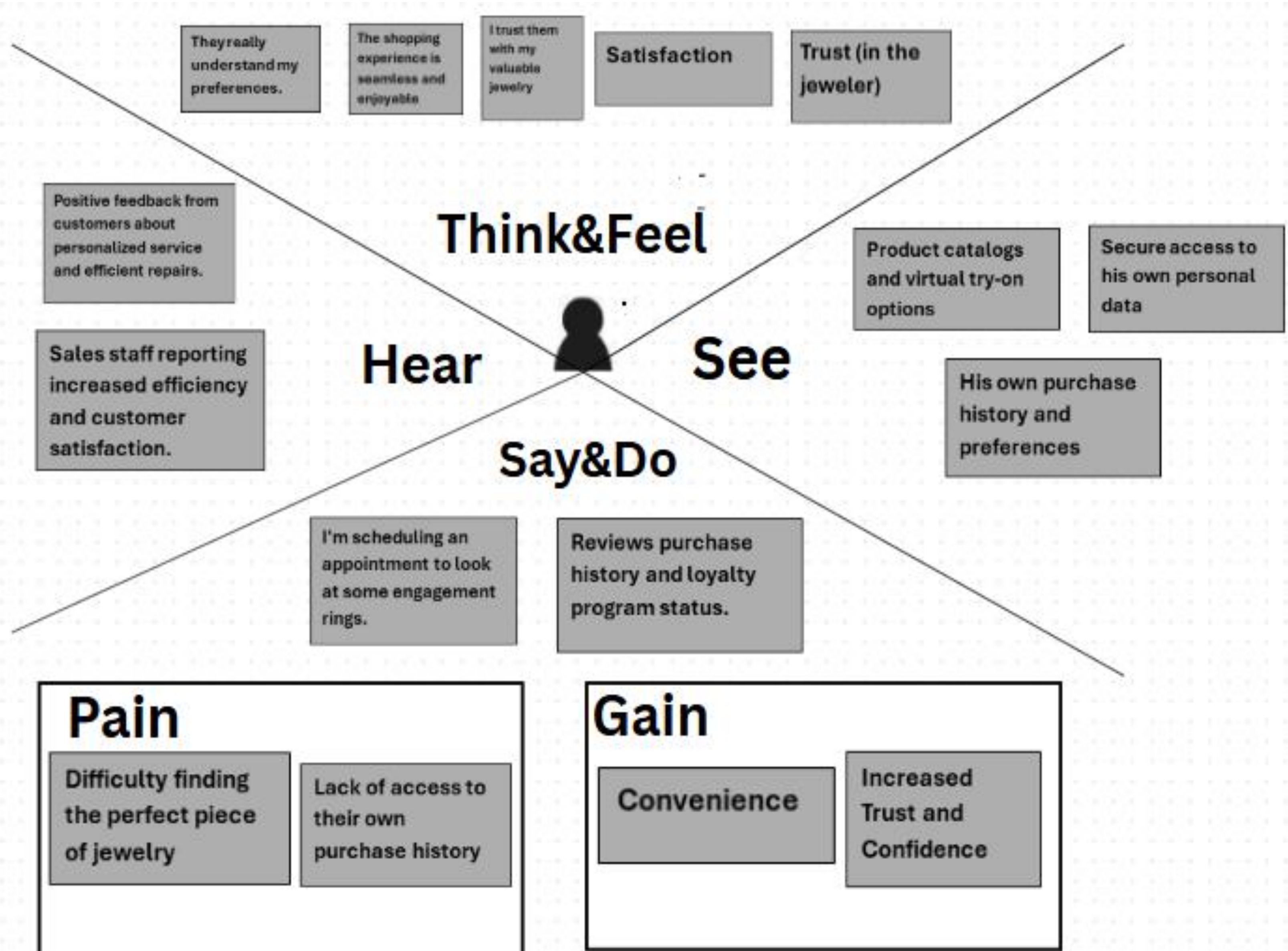


Ideation Phase
Define the Problem Statements

Define the Problem Statements

Problem Statement (PS)	I am (Customer)	I’m trying to	<i>But</i>	<i>Because</i>	Which makes me feel
<i>PS-1</i>	I am a customer looking to purchase a special anniversary gift	I'm trying to find the perfect piece of jewelry that matches my partner's style and preferences	But I struggle to remember specific details about their past jewelry purchases and preferences, and I find it difficult to visualize how certain pieces would look on them	Because the current shopping experience is often impersonal and lacks detailed records of my past interactions and preferences.	Which makes me feel frustrated and unsure about my purchase, leading to potential delays or even abandoning the purchase altogether.
<i>PS-2</i>	I am a customer who has sent a valuable ring in for repair.	I'm trying to stay informed about the progress of my repair and ensure its safe return	But I receive infrequent updates and lack transparency into the repair process	Because there is no centralized system to track repairs and provide real-time updates	Which makes me feel worried and anxious about the status of my valuable item

Ideation Phase
Empathize & Discover



Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

TIP
You can select a sticky note and hit the pencil (or tick to sketch) icon to start drawing!

Thomas

What strategy is available to provide better service?

Quality assurance and risk management

Identify the quality issues and address them

Investigate the customer feedback and address the issues

Develop a plan to improve the service

Implement the plan and monitor the results

Arthur

How can we improve the service quality?

Develop a plan to improve the service

Implement the plan and monitor the results

Identify the quality issues and address them

Investigate the customer feedback and address the issues

Develop a plan to improve the service

Alfie

What strategy is available to provide better service?

Quality assurance and risk management

Identify the quality issues and address them

Investigate the customer feedback and address the issues

Develop a plan to improve the service

Implement the plan and monitor the results

Ada

What strategy is available to provide better service?

Quality assurance and risk management

Identify the quality issues and address them

Investigate the customer feedback and address the issues

Develop a plan to improve the service

Implement the plan and monitor the results

snaps

What strategy is available to provide better service?

Quality assurance and risk management

Identify the quality issues and address them

Investigate the customer feedback and address the issues

Develop a plan to improve the service

Implement the plan and monitor the results

Malfoy

How can we improve the service quality?

Develop a plan to improve the service

Implement the plan and monitor the results

Identify the quality issues and address them

Investigate the customer feedback and address the issues

Develop a plan to improve the service

Hermione

What strategy is available to provide better service?

Quality assurance and risk management

Identify the quality issues and address them

Investigate the customer feedback and address the issues

Develop a plan to improve the service

Implement the plan and monitor the results

Don

What strategy is available to provide better service?

Quality assurance and risk management

Identify the quality issues and address them

Investigate the customer feedback and address the issues

Develop a plan to improve the service

Implement the plan and monitor the results

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.

10 minutes

TIP
Add sentence-like tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

Demand & supply

The supply side is more prominent. I think we can find a way to make the supply side more efficient.

The demand side is more prominent. I think we can find a way to make the demand side more efficient.

Cost Efficiency

Create more data for Development

with less cost and data supply to improve profitability

Management

Management is more prominent. I think we can find a way to make the management side more efficient.

The demand side is more prominent. I think we can find a way to make the demand side more efficient.

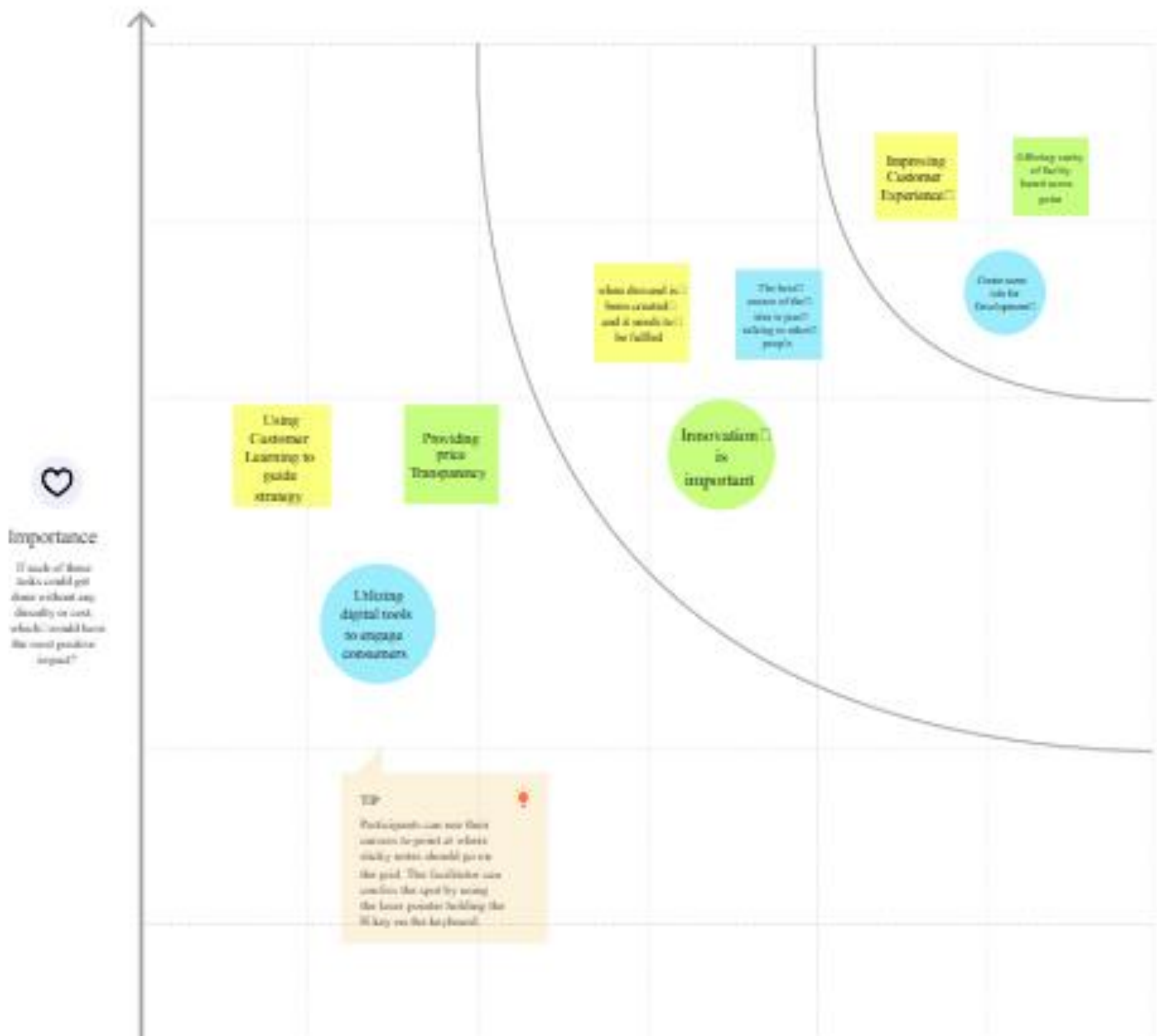
Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes



→

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy Blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)