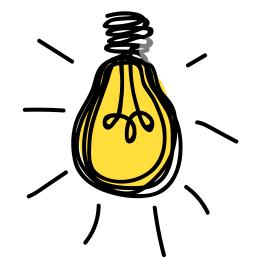
Ideation Process

brainstorming

convergence

design sprint

final design idea



40 ideas

After two sessions of brainstorming

14 major ideas

On combining smaller and overlapping ones

3 big ideas

By impact-feasibility
prioritization, put to test in the design sprint

* final design idea
Winner of the design sprint