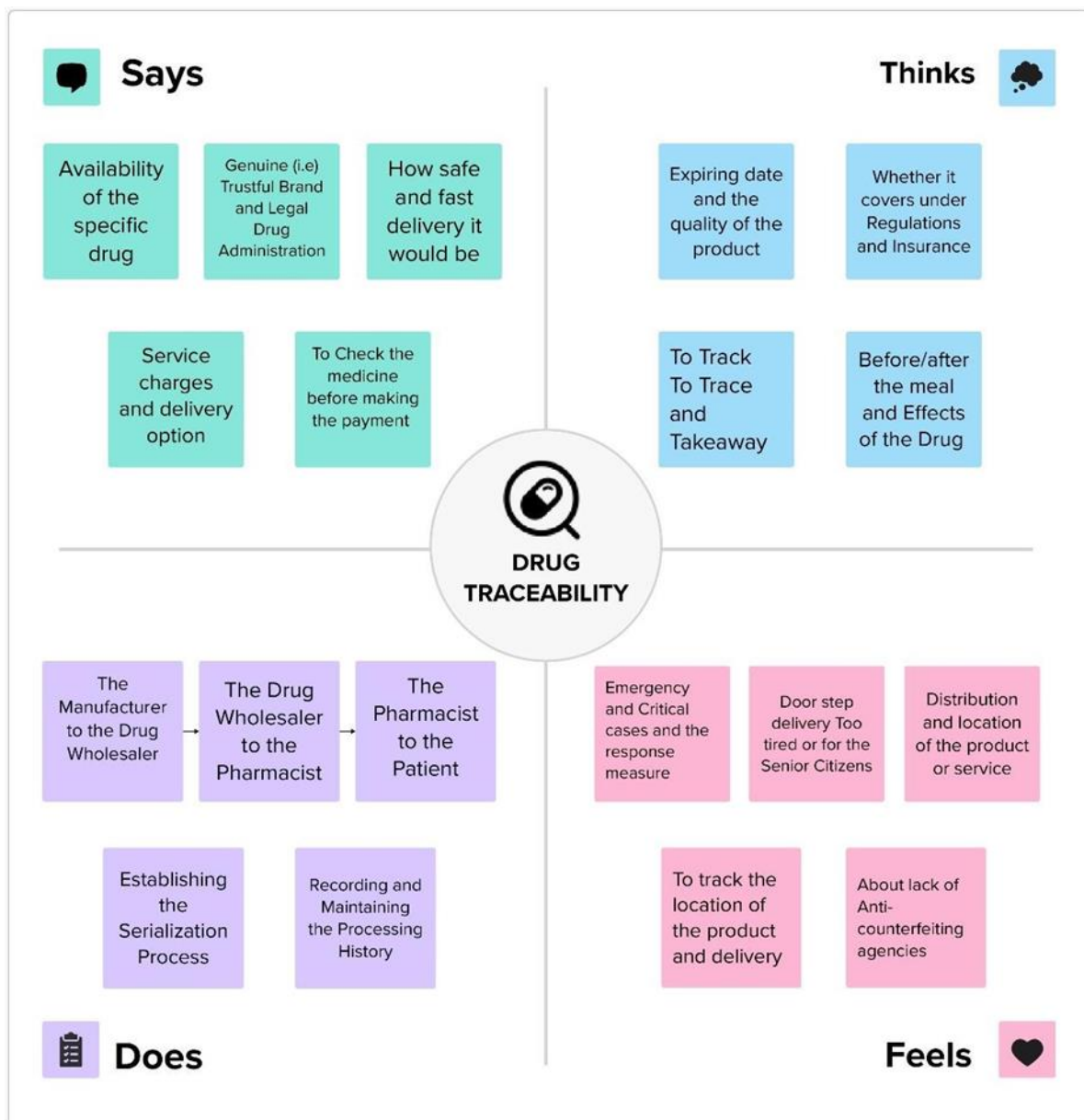


IDEATION AND PROPOSED SOLUTION

3.1 EMPATHY MAP

An empathy map is created with a sample consumer and is attached below



3.2 BRAINSTORMING AND IDEATION

1

Brainstorm

Write down any ideas that come to mind
Don't address your product appearance.

10 minutes

Person 1	Person 2	Person 3	Person 4
Each user interaction should be a story. It should be a story that is interesting, telling a story to the user and making them feel like they are part of the story.	Software engineers should understand the user's needs and create a solution that is easy to use and that is interesting.	The usability process is for the professional industry. It is a way to ensure that the product is usable and that the user is satisfied.	Software engineers should understand the user's needs and create a solution that is easy to use and that is interesting.
When a user interacts with a product, they should be able to understand the product and its features. The product should be easy to use and should be interesting.	Ensuring the usability of a product is a key to its success. It is a way to ensure that the user is satisfied and that the product is usable.	Digital transformation is a key to the success of a company. It is a way to ensure that the user is satisfied and that the product is usable.	Software engineers should understand the user's needs and create a solution that is easy to use and that is interesting.
A user interface system that includes the ability to interact with the product and to manage the product's features.	A user interface system that includes the ability to interact with the product and to manage the product's features.	A user interface system that includes the ability to interact with the product and to manage the product's features.	A user interface system that includes the ability to interact with the product and to manage the product's features.

2

Group ideas

Now turn sharing your ideas into clustering similar or related ideas as you go. Once all ideas have been grouped, give each cluster a sentence-like label. The label is bigger than six words, try and use Fyru and break it up into smaller sub-groups.

20 minutes

A user interface system that includes the ability to interact with the product and to manage the product's features.	Software engineers should understand the user's needs and create a solution that is easy to use and that is interesting.
Ensuring the usability of a product is a key to its success. It is a way to ensure that the user is satisfied and that the product is usable.	Digital transformation is a key to the success of a company. It is a way to ensure that the user is satisfied and that the product is usable.
A user interface system that includes the ability to interact with the product and to manage the product's features.	A user interface system that includes the ability to interact with the product and to manage the product's features.

3

Prioritize

Your team should all be on the same page about what's important. Moving forward, share your ideas on the grid to determine which ideas are important and which are less so.

30 minutes

