

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 (switch to sketch) icon to start drawing!

Person 1

THE CONTEXT OF A VEHICLE MANAGEMENT SYSTEM, THE "WHAT THEY SEE" QUADRANT MIGHT ALSO INCLUDE INFORMATION ABOUT THE USER'S PHYSICAL ENVIRONMENT

Person 2

POSITIVE FEEDBACK FROM OTHER USERS WHO HAVE FOUND THE SYSTEM HELPFUL AND USER-FRIENDLY

Person 3

THE SYSTEM IS TOO COMPLICATED TO UNDERSTAND AND USE EFFICIENTLY
FEAR OF LOSING CONTROL OVER THE VEHICLE OPERATION

Person 4

THE USER MIGHT THINK THAT THE VEHICLE MANAGEMENT SYSTEM IS COMPLEX AND DIFFICULT TO UNDERSTAND, ESPECIALLY IF THEY ARE NOT TECH-SAVVY

Person 5

IN THE CONTEXT OF A VEHICLE MANAGEMENT SYSTEM, THE "WHAT THEY SEE" QUADRANT MIGHT ALSO INCLUDE INFORMATION ABOUT THE USER'S PHYSICAL ENVIRONMENT

Person 6

SAVING TIME BY EASILY A USER-FRIENDLY AND INTUITIVE INTERFACE FOR MANAGING THEIR VEHICLE

Person 7

THE USER MIGHT FEEL FRUSTRATED AND OVERWHELMED WHEN USING THE VEHICLE MANAGEMENT SYSTEM, ESPECIALLY IF THEY ENCOUNTER ERRORS OR DON'T KNOW HOW TO PERFORM A PARTICULAR TASK.

Person 8

THE SYSTEM IS TOO COMPLICATED TO UNDERSTAND AND USE EFFICIENTLY
FEAR OF LOSING CONTROL OVER THE VEHICLE OPERATION

3

Group ideas

Take turns sharing your ideas while clustering sticky notes. Once sticky notes have been grouped, give each cluster a name. If you have more than six sticky notes, try and see if you can group them into fewer than six clusters.

20 minutes

Benefits
and
Limitations

The
Eisenhower
matrix