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## Brainstorm

Gather 2–8 participants (students, users, teammates). Share the problem statement and any user insights or empathy maps beforehand.

🕒 10 minutes

### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



### Person 1

Add a "Guest Checkout" option to speed up buying.

Display book availability status clearly (e.g. "In Stock", "Ships in 2 Days").

Include student discount filters.

### Person 2

Implement smart search with auto-suggestions and genres.

Offer audio previews for audiobooks.

Add a "Bundle Buy" option for book series.

### Person 3

Enable users to reserve out-of-stock books.

Add a "Books Under \$200" quick filter.

Show trending books by category.

### Person 4

Provide real-time delivery tracking.

Let users post video reviews.

Show AI recommendations based on reading history.

### Person 5

Simplify the checkout into 2 steps max.

Offer reward points on purchases.

Let users sort by delivery speed.

### Person 6

Highlight eco-friendly book delivery options.

Allow comparison between book editions (price, publisher).

Integrate WhatsApp for order updates.

### Person 7

Add "Share Wishlist" option with friends.

Include an "Ask the Seller" feature.

Allow saving multiple addresses for gifting.

### Person 8

Introduce a dark mode reading experience for samples.

Provide user-curated lists (e.g., "Top 10 for UPSC").

Enable offline reading for free e-books.

## Step-2: Brainstorm, Idea Listing and Grouping

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### Group Ideas

Take 5 mins sharing your ideas while displaying similar or related ideas as you go. Bring it all to 10 min. Assign each idea to a sentence for label. If a description bigger than six words, try to break it into smaller sub-groups.

🕒 20 minutes

Person 1:

### TIP

Full-screen view lets you see the entire canvas and all ideas. Press the pencil icon to start drawing!

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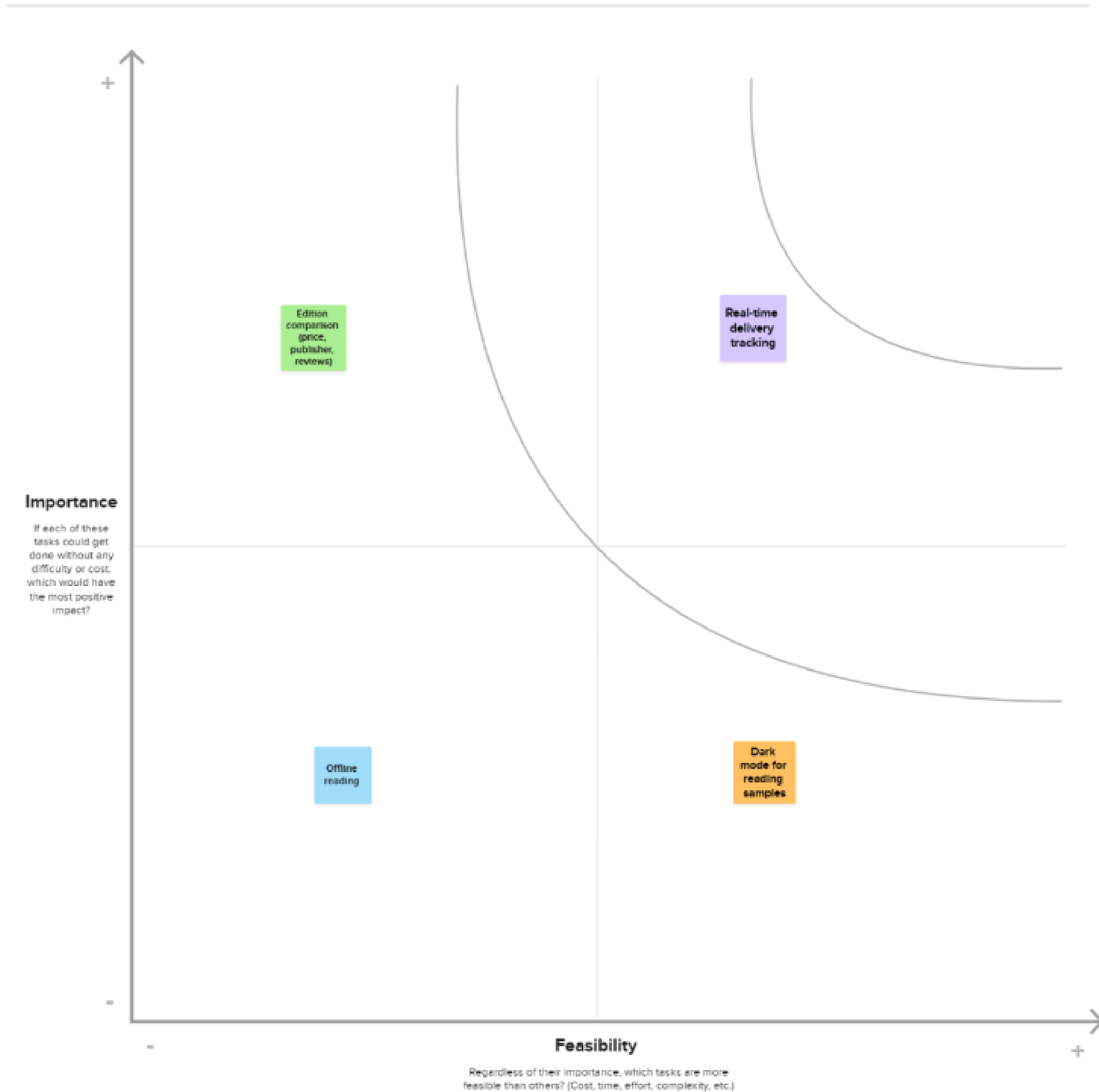
## Prioritize

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

### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



## Step-3:IdeaPrioritization