

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.



PROBLEM

- 1. Customer experience.
- 2. Risk management.
- 3. Efficiency.
- 4. Data analysis.
- 5. Compliance.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.





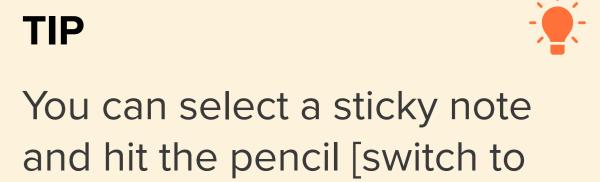


Brainstorm

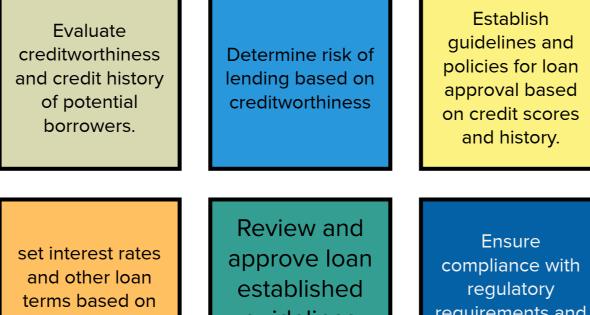
Write down any ideas that come to mind that address your problem statement.

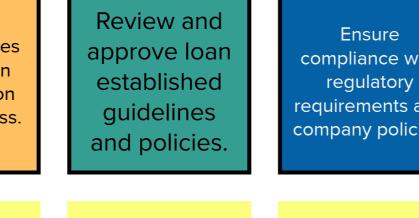


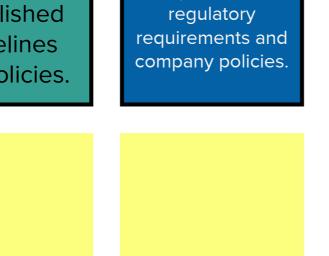




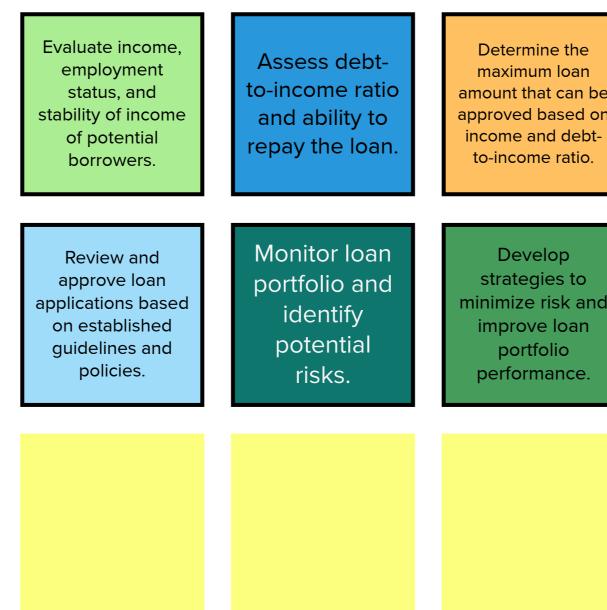
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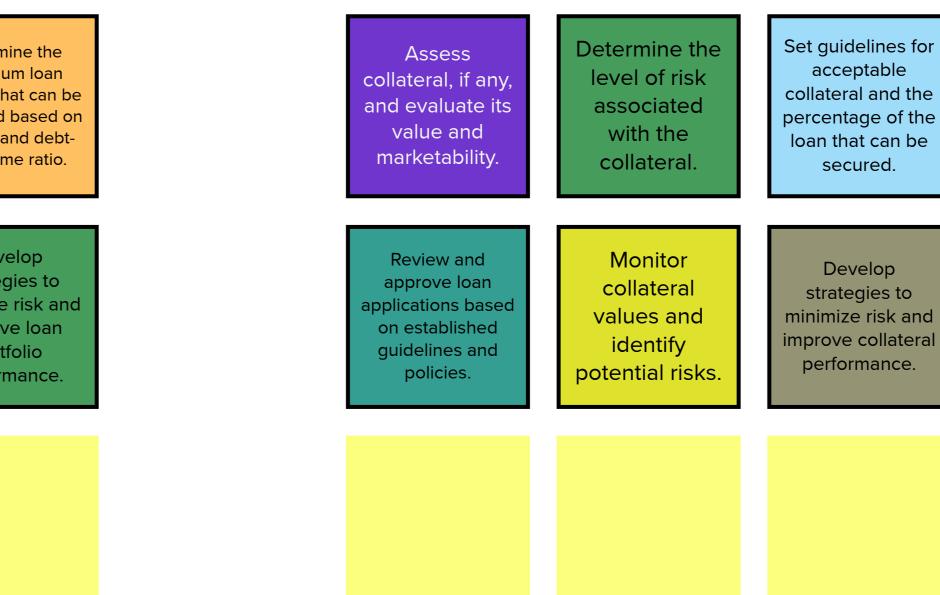




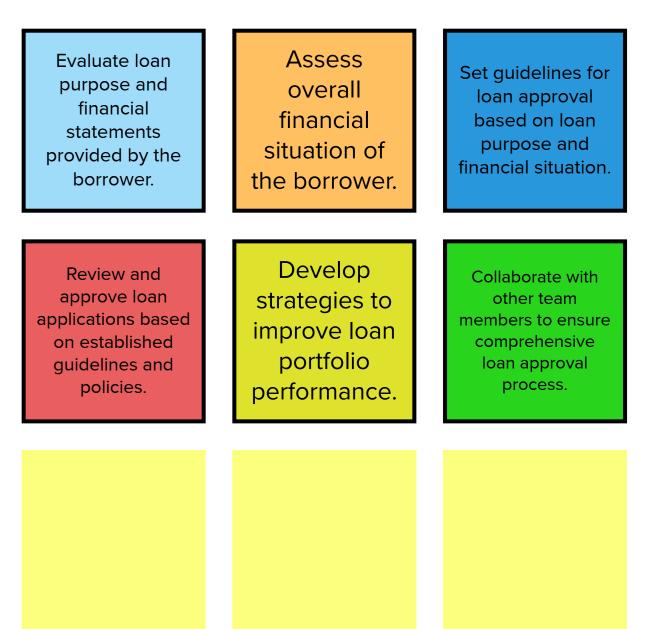




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sketch] icon to start drawing!

