

**NAME: sleep**

**PRODUCT: website redesign**

**1. Brainstorm Six**

**2. Choose Top Three**

**3. Choose Top One**

<b>Cultu re</b>	<b>Co-Creators</b>	<b>Voic e</b>	<b>Feeli ng</b>	<b>Impact</b>	<b>X-Factor</b>
How would your community to describe you?	How would you describe your co-creator? How do your customers describe you?	How do you sound to others?	How others feel after interacting with you? How do you make them feel?	What tangible effect do you have on others? What results do you provide?	How are you different from others? What makes you special?
<b>old fashioned</b> sophisticated <b>timeless</b> affordable collegiate <b>team oriented</b>	great quality <b>reasonably priced</b> great english <b>reliable</b> <b>helpful</b> professional	<b>professional</b> well rounded friendly <b>family oriented</b> fast paced <b>dependable</b>	impeccable <b>heart warming</b> <b>satisfied</b> home-y <b>nostalgic</b> relaxed/relieved	sincere <b>devoted</b> great Sue comes through <b>quality</b> <b>durability</b>	<b>Sue and her husband</b> <b>speed</b> location <b>affordability</b> flexibility
<b>timeless</b>	<b>reliable</b>	<b>family oriented</b>	<b>nostalgic</b>	<b>durability</b>	<b>Sue and her husband</b>

Example: *Tea Haus provides **custom teas** to **health conscious customers** in a sophisticated environment with a **wise** voice. Helping them feel **mindful** and be **re-energized***

Acme Awards provides timeless products to  
returning customers in a family oriented environment  
with a nostalgic voice, helping them feel  
reassured and be satisfied.

