



## SERVICE DESCRIPTION



# Ideation

*Find Your Best Ideas*

## BENEFITS

Engaging teams in this manner allows for all voices to be heard. This is important on product teams to create buy-in. Even if everyone's ideas were not used, they at least had a voice in shaping the final product. This helps with efficient product development in the following ways:

- Broader perspective on new product ideas by including diverse backgrounds
- More ideas faster in a collaborative environment
- Clear understanding from the entire team before development
- Final results can be user tested before anything is built

## CONTACT US

For more information, contact us at:



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## OVERVIEW

Our structured process engages your team to solve problems while giving each contributor a broader, empathic view across disciplines and roles. Then we can push your team well past the obvious into a visionary yet feasible scope of possibilities.

Selecting a team with diverse backgrounds is key as it helps generate more and better ideas. It's also important to keep the experience fun.

## APPROACH

Our facilitator will guide you through exercises built to help expand your thinking, ultimately arriving at a large list of ideas that can be rated, ranked, and merged until there are just a few key, actionable ideas to move forward with. We'll capture these ideas in an abbreviated requirements-type document.

### Here's what the process entails:

- 1 Select the appropriate team
- 2 Conduct mind-opening exercises
- 3 Structured brainstorm process
- 4 Rate and rank ideas
- 5 Collaborate and merge ideas
- 6 Select final few ideas
- 7 Capture final ideas in "PRD-lite" form