



What to do next? (1/3)

Design Thinking

1. Conduct a group **brainstorming** exercise according to *methodology n-3-5*
2. Perform two **lateral thinking exercises**:
 - a) **worst-case scenarios**:

Define and specify the worst-case scenarios for reviewing and updating your ideas of the brainstorming exercise
 - b) **'What if...' questions**:

Explore the opposite
Question an assumption
Create an analogy
Change the status quo
3. Based on your learning from step 2, **add new improvement ideas** to the ones you have brainstormed in Step 1.
4. Define a **decision criterion** to evaluate your ideas and **select 3 ideas**.



What to do next? (2/3)

Design Thinking

5. Explain which **3 products/services are your finalists** and how they create gains and relieve pains for your customer. This is:
 - **Gain creators** – a description of how the product or service creates customer gains and how it offers added value to the customer.
 - **Pain relievers** – a description of exactly how the product or service alleviates customer pains.



What to do next? (3/3)

Upload your work to Atenea

6. Prepare a **document with your insights** and **upload it to Atenea**. Specifically, answer the following questions:
 - a. Which are the ideas you obtained from the n-3-5 brainstorming?
 - b. Which are the worst-case scenarios you have obtained?
 - c. Which are the what-if questions you have identified from the what-if exercise?
 - d. Which are the new improvement ideas you have obtained from steps **b** and **c**?
 - e. Which criteria have you defined to evaluate your improvement ideas?
 - f. Which 3 improvement ideas have you selected and how they create gains and relieve the problems of your customer?