

# 2D Solve

## FORMING SOLUTIONS

**Generate ideas by forming questions about the development objectives.**



### Tips

At first, think of solutions without filtering ideas too much. At this point, quantity is more important - the ideas shouldn't be reviewed until later on. Even the bad ideas should be written down, as they may have the beginnings of a good idea.

**Choose the best ideas. Identify the idea that is the easiest and fastest to test in practice.**

**1. Question regarding development objectives.** E.g., how could the value of the service be increased?

#### Ideas for solutions.

E.g., the service includes something that can't be acquired or experienced elsewhere.

**2. Question regarding development objectives.** E.g., how could you make getting services easier?

#### Ideas for solutions.

E.g., creating a new service.

**3. Question regarding development objectives.** E.g., how to meet the needs of customers

#### Ideas for solutions.

E.g., each customer receives an individual approach to care.

List the TOP 5 ideas that generate more value for the customer, then pick the idea that is the easiest to test with real customers and designate it for further development.

- 1.
- 2.
- 3.
- 4.
- 5.