

IDEATION

**Ideas that solve
the customer
problem**

**Customer's
Problem Worth
Solving**

Write it down on a high enough level
so that your ready made idea is not
the only solution to it.

**Ideas that fix,
eliminate or reduce
the customer's pain**

Negative emotions/aspects
related to the customer need



Positive emotions/aspects
related to the customer need

**Ideas that take
the best out of
the positive**



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