# **2D** Solve

## **FORMING SOLUTIONS**

Generate ideas by forming questions about

> the development objectives.



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



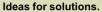
Question regarding development objectives. E.g., how could you make getting services easier?



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

### Ideas for solutions.

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



E.g., creating a new service.

#### Ideas for solutions.

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

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.



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.















