2D Solve — FORMING SOLUTIONS

Generate ideas by forming questions about the development objectives.

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

How could the diet and menu variety could be improved?

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

How the problem of not being to smoke could be solved?

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

How do you think the daily routine should be changed?

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

Increasing the portion of the menu
Increasing the variety of the menu
Open the canteen

Ideas for solutions.
E.g., creating a new service.

Conduct conversations about the dangers of smoking
Set aside a smoking area outside

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

Increased walking time by 30 minutes
Changing the daily routine, remove time for obligatory sleep
Organize Library
Table games

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 beginningsof 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.

1. Changing the daily routine, remove time for obligatory sleep

2. Conducting conversations and briefing on the dangers of smoking

3. Set aside a smoking area outside

4. Opening a buffet

5. Increasing the portion and variety of the menu