

# Go Broad to Go Narrow

Use this tool after you’ve defined a specific customer problem and completed several rounds of brainstorming for potential solutions.

DESIGN FOR DELIGHT



## 1 Problem Summary

Summarize the Customer Problem Statement in a sentence

## 2 Go Broad: Brainstorm

Capture top ideas after several rounds of brainstorming

A. Three different ideas the team is excited to explore

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

B. Crazy ideas you are not sure would work.

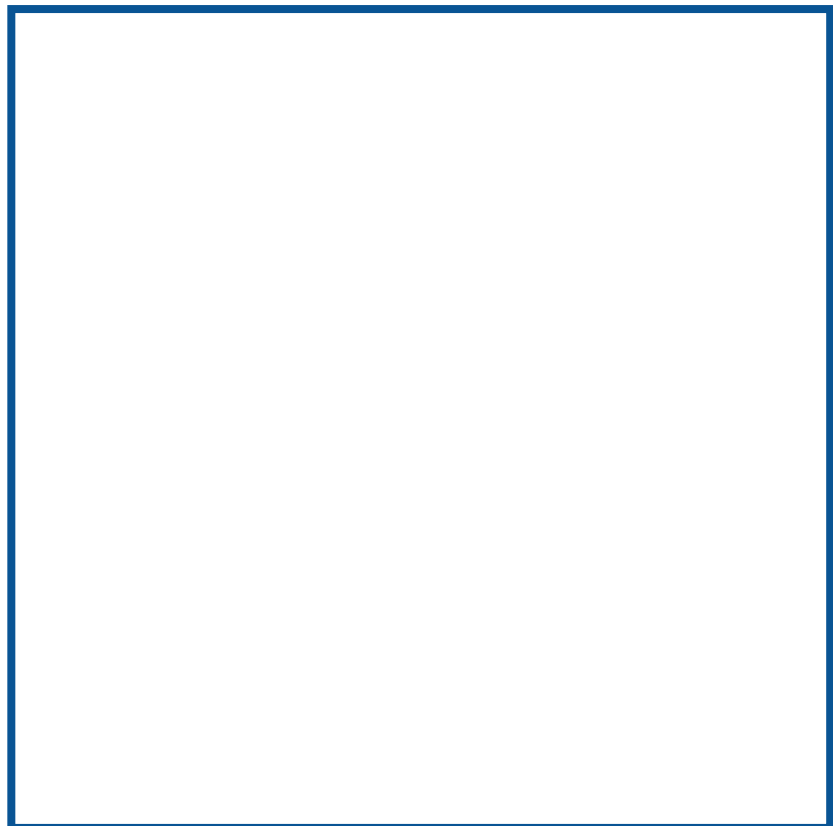
C. Innovative ideas that haven’t been tried before

## 3 Go Narrow: One Idea to test

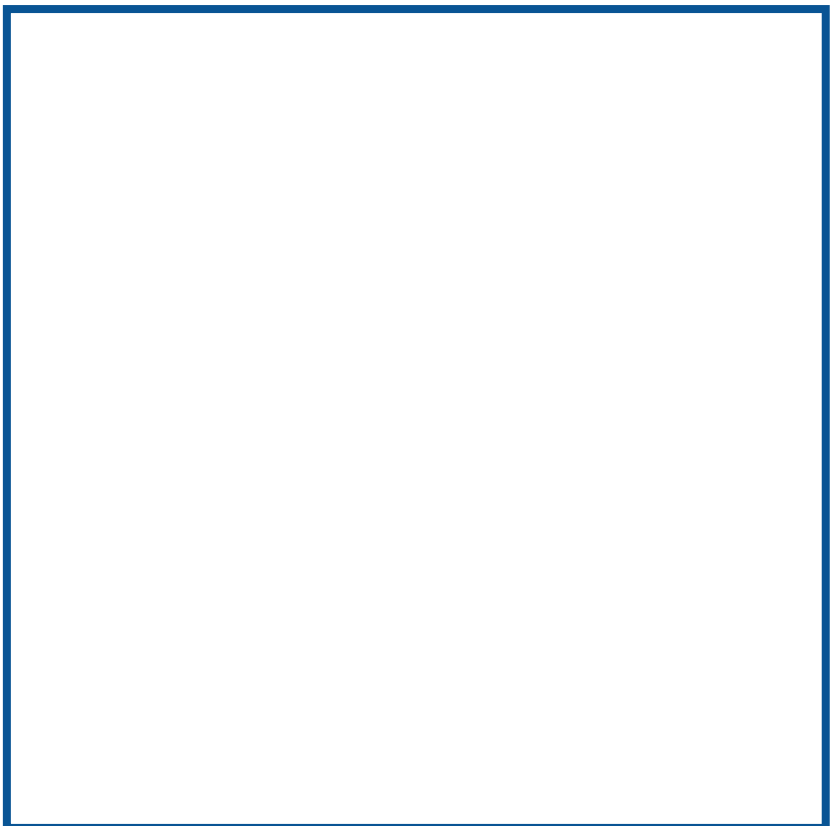
Select one idea of what your team could do or make that you want to move forward with, and write it here.

## 4 Go Narrow: Storyboard

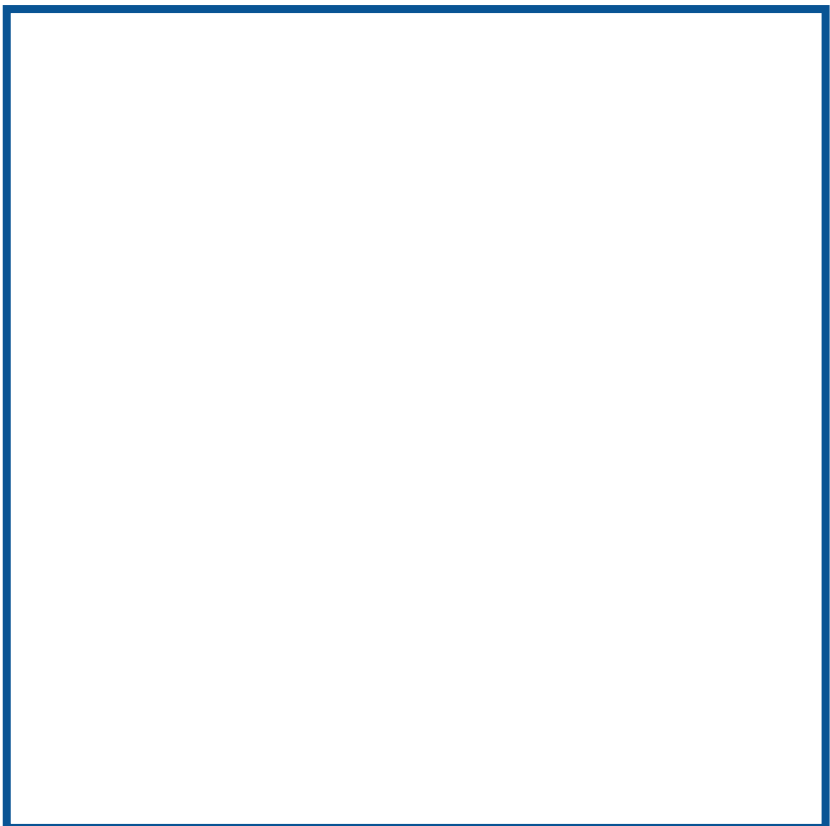
Sketch how your idea would work in the boxes. Use as few words as possible, and make sure your customer is the focus!



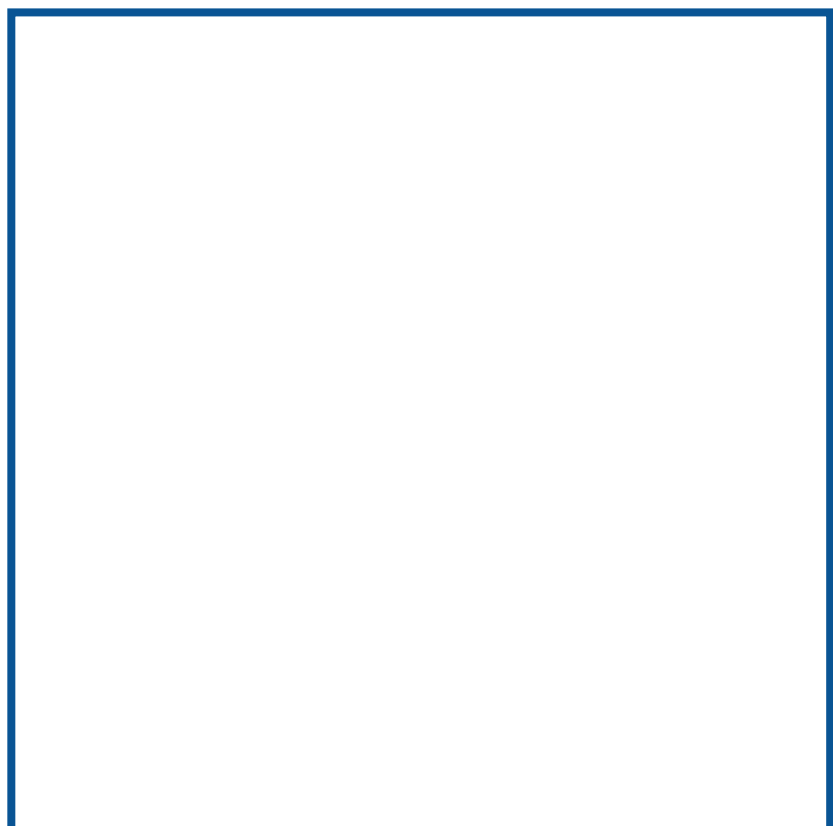
1. The customer experiencing the problem



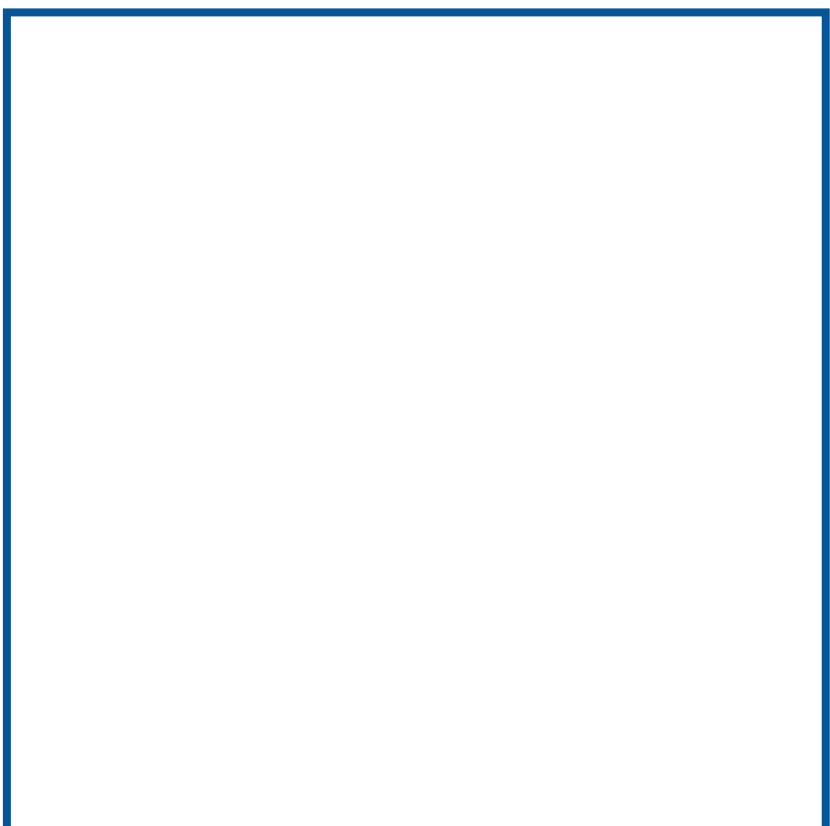
2. How the customer finds your solution



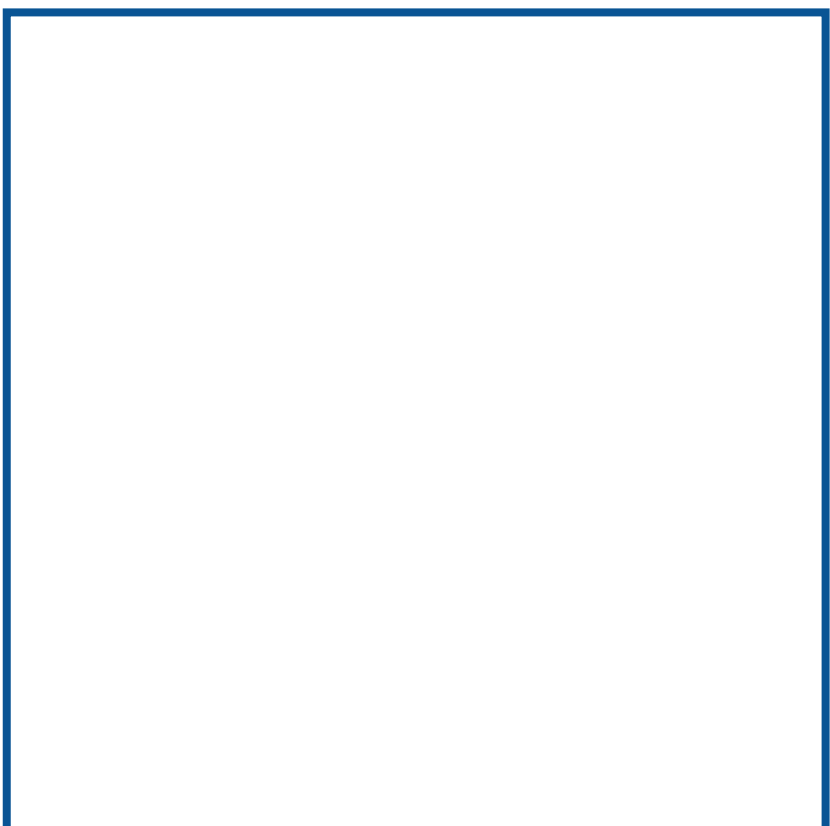
3. How the solution works



4. How the solution works



5. How the solution works



6. The Benefit the customer is experiencing

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