

# 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**