

[Step 3] PROBLEM BRAINSTORMING

The biggest (1) customer in your business that can pay you the most is: xxxxx (think in their perspective when doing this)

	Effectiveness <i>Think:</i> "What is the hurdle preventing the <u>best possible result</u> your customer wants to achieve—the ideal feelings, experiences, desire, or status?"	Likelihood of outcome <i>Think:</i> "What is the Likelihood they can achieve that outcome?"	Time delay <i>Think:</i> "How much Time does it take to receive the outcome?"	Efforts & sacrifices <i>Think:</i> "What are the Efforts and sacrifices required to achieve the outcome?"
Before using the product	Core problem: Product might be damaged/ flawed/ does not fit and quantity might be wrong or my staffs do not know how to install Sub problem: I am likely not likely able to use the bulk of product that came because none of my plumbers knows how to install them Solution: xxxxx	Core problem: The quality of manufacturing is bad Sub problem: The quality of manufacturing is bad because we are lacking a machine that improves galvanizing and reduce oxidation (note that this is just an example, i don't know how this works) Solution: xxxxx	Core problem: Delivery of product is might take too long due to economics Sub problem: Sea transport is taking too long as the product takes too long to clear customs due to new regulations and slow data transfer Solution: xxx	Core problem: Installing the product is going to be a huge problem and takes lots of effort and paper work Sub problem: Getting the product to fit the frame and concrete bed requires a lot of communication with the frame manufacturer and concrete supplier with the CAD drawings.etc Solution: xxx
	Core problem: Product might be damaged/ flawed/ does not fit and quantity might be wrong or my staffs do not know how to install Sub problem: Solution:	Core problem: The quality of manufacturing is bad Sub problem: Solution:	Core problem: Delivery of product is taking too long Sub problem: Solution:	Core problem: Installing the product is going to be a huge problem and takes lots of effort and paper work Sub problem: Solution:
	Core problem: Product might be damaged/ flawed/ does not fit and quantity might be wrong or my staffs do not know how to install Sub problem:	Core problem: The quality of manufacturing is bad Sub problem: Solution:	Core problem: Delivery of product is taking too long Sub problem: Solution:	Core problem: Installing the product is going to be a huge problem and takes lots of effort and paper work Sub problem: Solution:

	Solution:			
When using the product	Core problem:	Core problem:	Core problem:	Core problem:
	Sub problem:	Sub problem:	Sub problem:	Sub problem:
	Solution:	Solution:	Solution:	Solution:
	Core problem:	Core problem:	Core problem:	Core problem:
	Sub problem:	Sub problem:	Sub problem:	Sub problem:
	Solution:	Solution:	Solution:	Solution:
	Core problem:	Core problem:	Core problem:	Core problem:
	Sub problem:	Sub problem:	Sub problem:	Sub problem:
	Solution:	Solution:	Solution:	Solution:
After using the product	Core problem:	Core problem:	Core problem:	Core problem:
	Sub problem:	Sub problem:	Sub problem:	Sub problem:
	Solution:	Solution:	Solution:	Solution:
	Core problem:	Core problem:	Core problem:	Core problem:
	Sub problem:	Sub problem:	Sub problem:	Sub problem:
	Solution:	Solution:	Solution:	Solution:
	Core problem:	Core problem:	Core problem:	Core problem:
	Sub problem:	Sub problem:	Sub problem:	Sub problem:
	Solution:	Solution:	Solution:	Solution:

Solution Ideation Tips (Be As Creative And Wild As Possible, There Is No Limitations, Don't Worry)

Tip 1: What level of personal attention do you want to provide as a solution? *E.g. one-on-one, small group, one to many*

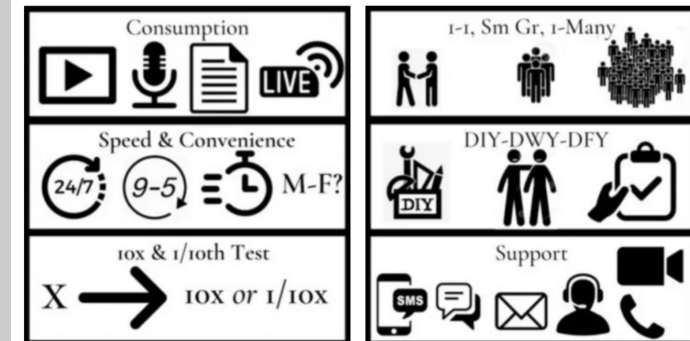
Tip 2: What level of effort is expected from them? *E.g. Do it yourself, Do it with you, Do it for you*

Tip 3: If going something live, what environment/ medium do you want to deliver it in? *E.g. In-person, phone support, email support, text support, zoom support, chat support, facebook group, whatsapp*

Tip 4: If doing a recording, how do you want them to consume it? *E.g. audio/ podcast, video, written/ book/ article*

Tip 5: Speed & convenience, how quickly must you/ do you want to reply? On what days? During what hours? *E.g. 24/7, 9am-5pm, within 5mins, within 1 hour, within 24hr*

Tip 6: If customers paid you 10x the current price or only 1/10th of current price, how will you deliver the product differently?



Bonus Tip 7: Leverage, who/ what can you leverage
E.g. is there anyone else that provides the service/ holds the solution of what your customer want? If your customer wants study materials, is there anyone whom you can collaborate with to make this possible? Can you get a commission from it?

Bonus Tip 8: Using perspective
E.g. Working out is a investment of only 1 hour 3 time a week (1.7% of your time per week). Just sacrifice 1 episode of your k-drama and you'll save \$x on healthcare fees