

ASSIGNMENT

- 1 Run a brainstorming session around a current project or problem
- 2 Use one or more of the brainstorming methods from the call
- 3 Go through the Realist and Critic Process
- 4 Implement solution if possible
- 5 Share your experience, insights, and solution in main Agoge Chat

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graph TD
    SignIn[Sign In] --> Dashboard[Dashboard]
    Dashboard --> Budget[Budget]
    Budget --> Solution[Solution]
    Solution --> EnterBidder[ENTER BIDDER]
    ASKQ[ASK Q] --- SignIn
    Media[Media] --- Dashboard
    Blog[Blog] --- Dashboard
  
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Project: I have a discovery project with a I client just found and the goal is to create the best website/online store for them

Reverse thinking process:

- Make the store look as goofy as possible by adding weird color schemes
- Use non persuasive language to make the customers completely feel uninterested to buy the product
- Use pictures that are not related to the product
- Add links to the buttons that go to Netflix

Disney Dreamer process:

- Create the best website in the world
- A website that has intense persuasive copy that will make a reader regret if they don't buy
- Offer free value to collect their emails and scale the up that value ladder

Realist(Convergent)/Solution

- Use color scheme that triggers trust and that is easy to remember
- Use branding techniques to increase the perceived value of the products
- Use effective copy to persuade the leads/customers To buy the product
- Make the website user friendly
- Add rapport by assuring the safety of their information

Critics (plan gaps)

- What website builder will I use?
WIX STUDIO might be the best option to make a online store
- What type of copy is needed for the website?
First I need to understand the market and create avatar and analyze their decision making process