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| **What will get you from State A to State B?** |
| Inspiration that won’t cost me any more at the grocery store. |

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| **When we want ideas by** | **Available budget** |
| Tomorrow | $10 a week |

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| **The criteria we will judge success by are:** |
| 1. Looking forward to lunch  2. Lots of variety  3. No extra expenditure  4. Not too much effort  5. Ingredients stay fresh for at least a week |

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| **Project lead** | **Final Decision-Maker** |
| Susan Wurkfrümhohm | Susan Wurkfrümhohm |

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| **Any other important information** |
| I normally get big packs of sliced meat and cheese. And a loaf of bread. It’s good value for money but it’s getting soooooooo boring. I like trying food from other cultures. |

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| **The problem we’re wanting to solve is:** |
| I’m bored of the same old sandwiches for lunch. |

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| **State A – What is the current situation?** | **State B – What’s the ideal situation?** |
| I’m working from home and I’m so bored with my sandwiches made from economy packs of cold-cuts and cheese. | I’ll look forward to having something new and different every day. |

**Sample Brief 1**

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| **What will get you from State A to State B?** |
| We need a better queuing experience for our customers. |

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| **When we want ideas by** | **Available budget** |
| Two weeks | $12,000 per year |

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| **The criteria we will judge success by are:** |
| 1. Fewer complaints  2. Happier customers  3. No extra staff costs  4. Use existing technology  5. Get customers to recommend the store to their friends |

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| **Project lead** | **Final Decision-Maker** |
| Brian O’Connor | Connor O’Brien |

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| **Any other important information** |
| We’re getting lots of complaints. It’s the equivalent of two full-time jobs handling them.  Most complaints come from mothers shopping with children. |

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| **The problem we’re wanting to solve is:** |
| We are a supermarket that wants to reduce the length of queues at checkouts |

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| **State A – What is the current situation?** | **State B – What’s the ideal situation?** |
| Customers are getting frustrated waiting to be served at the checkout. | We want people to be happy with the amount of time they’re waiting at the checkout. |

**Sample Brief 2**

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| **What will get you from State A to State B?** |
| Regain your wasted travel time. |

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| **When we want ideas by** | **Available budget** |
| One month from now | $500k for the project |

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| **The criteria we will judge success by are:** |
| 1. More test-drives  2. Some valuable PR coverage  3. No extra staff costs  4. Demonstrates how people can use their time better  5. Focuses on at least one of our two biggest markets of commuters and families |

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| **Project lead** | **Final Decision-Maker** |
| Constance Passenger | Neyva A. Driver |

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| **Any other important information** |
| The cars come with built-in wi-fi and a small fridge.  The front seats can swivel 180° to face the back seats. |

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| **The problem we’re wanting to solve is:** |
| We sell self-driving cars. And we need more people to test-drive them. Then buy one. |

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| **State A – What is the current situation?** | **State B – What’s the ideal situation?** |
| People think self-driving cars mean they’re giving up control. | People realise the time they get back in a self-driving car gives them control of something else. |

**Sample Brief 3**