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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 lunch2. Lots of variety3. No extra expenditure4. Not too much effort5. 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 complaints2. Happier customers3. No extra staff costs4. Use existing technology5. 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-drives2. Some valuable PR coverage3. No extra staff costs4. Demonstrates how people can use their time better5. 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**