

1

CAPTURE AND PRIORITISE PROBLEMS

Capture the problems facing your customers and employees. Write as many as you can on sticky notes. Vote on the most critical problems and prioritise those

2

DEFINE YOUR OPPORTUNITIES

Based on known customer and employee problems, write 3-4 HMW statements and place at the top of the columns

3

GENERATE IDEAS

Using the matrix, brainstorm as many ideas as possible by filling in each cell with multiple solutions and ideas

- Capabilities
- Semantic Search
 - Contextual Categorisation
 - Translation
 - Annotation
 - Content Generation
- Input/Output Media
- Text
 - Image
 - Video
 - Audio
 - Multi

4

COMBINE IDEAS

Select two categories and combine the ideas to produce new solutions that use a combination of capabilities or outputs

CAPTURE YOUR PROBLEMS

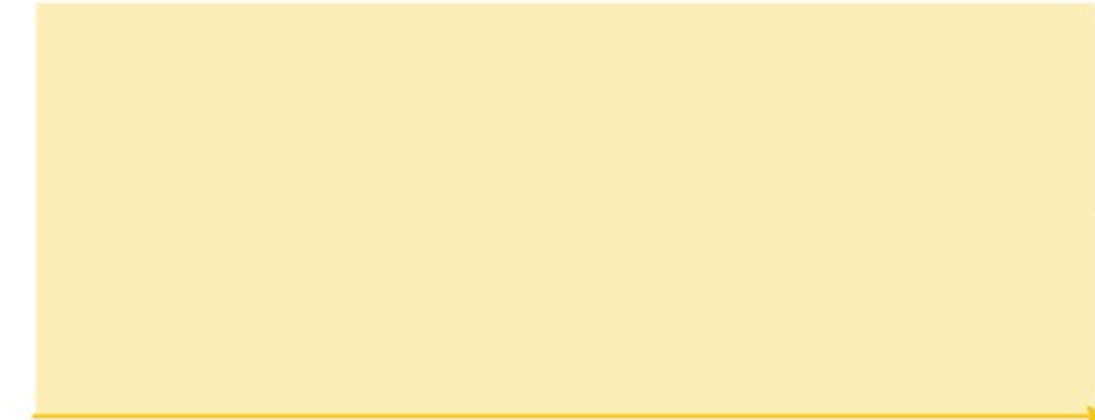
Capture all your customer and employee problems here:



VOTE

PRIORITISE

Copy the top-voted problems and paste them here:



Low PRIORITY High

DEFINE YOUR OPPORTUNITIES

Example



GENERATE IDEAS

Customer

	How might we help _____ overcome or address _____ so that _____?	How might we help _____ overcome or address _____ so that _____?
Semantic search		
Contextual Categorisation		
Translation		
Annotation		
Content generation		



Employee

	How might we help _____ overcome or address _____ so that _____?	How might we help _____ overcome or address _____ so that _____?
Semantic search		
Contextual Categorisation		
Translation		
Annotation		
Content generation		

