



Actor

TOPIC:

IDEAS THAT SOLVE THE CUSTOMER PROBLEM

(Start to think how to solve main customer pain point)

1

IDEAS THAT ELIMINATE HUMAN'S PAINS

(Think how to eliminate negative emotions)

2

A
KEY PROBLEMS

B
NEGATIVE
EMOTIONS



C
POSITIVE
EMOTIONS

3

IDEAS THAT IMPROVE SUSTAINABILITY VISION

(Think about how to improve person life and circular economy vision)

4

IDEAS THAT IMPROVE HUMAN'S POSITIVE EMOTIONS

(Think how to maintain good moments)



Actor

TOPIC:

1

IDEA THAT SOLVE THE CUSTOMER PROBLEM

(Vote and choose the best idea)

2

IDEAS THAT ELIMINATE HUMAN'S PAINS

(Vote and choose the best idea)

3

IDEAS THAT IMPROVE SUSTAINABILITY VISION

(Vote and choose the best idea)

4

IDEAS THAT IMPROVE HUMAN'S POSITVES EMOTIONS

(Vote and choose the best idea)

FINAL CONCEPT

(MERGE ALL IDEAS TO CREATE THE KEY CONCEPT)

OUR CONCEPT WILL ANSWER

THIS CUSTOMER PROBLEM

WITH

THIS IDEA

IN ORDER TO DELETE

THIS NEGATIVE EMOTION

AND IMPROVE

THIS POSITIVE EMOTION

AND HAVE A SUSTAINABILITY
VISION WITH

THIS CHARACTERISTIC