✎ W O R K S H E E T

BRAINWRITING TEMPLATE

Job: _____

Idea for Customer Segment

1.1._____

1.2._____

1.3._____

Additional Ideas of participant (_____): _____

_____

Brainwriting is another method of brainstorming.

At the beginning, the group selects the first relevant jobs (e.g. two) from their customer profile list which needs to be addressed in the brainwriting session to solve the overall challenge. The group members decide who will address which job in the brainwriting session.

Each participant writes three ideas related to the selected job on a separate sheet (see template on the following pages). This idea sheet will be circulated to the other participants in a round. Each participant is asked to add additional ideas to or to further elaborate the ideas indicated above.

Additional Ideas of participant (_____): _____

_____

Additional Ideas of participant (_____): _____

_____

Additional Ideas of participant (_____): _____

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