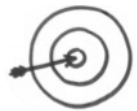


# Customer Immersion & Ideation Workshop

Facilitated team generation of innovative solutions to an long standing customer problem



Facilitate a diverse group of employees to generate a large volume of ideas to solve a customer problem



Bartley Hassall (Lead Facilitator)  
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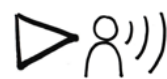


3 hours  
(2015)



## What 3rdView did

- o Created invitation packs with 'new experience activity cards' to open participants' minds
- o Facilitated workshop with 11 diverse participants
- o Provided 'Inspiration Station' + designed innovation spaces
- o Used words and visual tools to actively engage participants' whole brain
- o Immersed participants in the problem space
- o Catered for different thinking styles and all levels of design experience



## Impact and Value

- o Diverse internal client team worked openly to ideate collaboratively on a long standing customer problem
- #↑ Produced 248 individual ideas under 7 themes in 3 hours. Idea groups formed into 5 desirable concepts for viability and feasibility assessment
- o 3rdView produced an 18-page conversation 'Talkbook' to capture and share the ideation process and learnings for the wider organisation
- △ Catalogued 24 pages of detailed ideation content produced during the session
- o Effectively Introduced staff to a new mindset, process, techniques and tools, that can be applied to future projects



## Feedback

*"Before today, no one has given me permission to identify multiple solutions to a problem."*

Participant

*"Fantastic, scary, pushy and helped to discover new and engaging options."*

Participant

*"It helped me think differently. It was also enjoyable. I really liked drawing, which I didn't expect."*

Participant



'New Experience' invitations



Visual Ideation Tools



Themeing



Cross-department collaboration

