

# Ideation

~ 1 to 2 weeks

We have lots of insight from multiple sources we think might be worth exploring.

## ➔ Input

- Customer insights
- Market Landscape
- Technology Landscape
- Business Objectives/ Strategy
- Service performance insight
- Idea capture form

## Output ➔

- Identified sponsor
- Prioritised idea candidates to take forward into discovery
- Draft vision
- Value statement
- Idea description
- Strategic fit (relative value impact on existing OKRs)
- Key customer segments and jobs to be done
- Big assumptions to address
- Ideas backlog

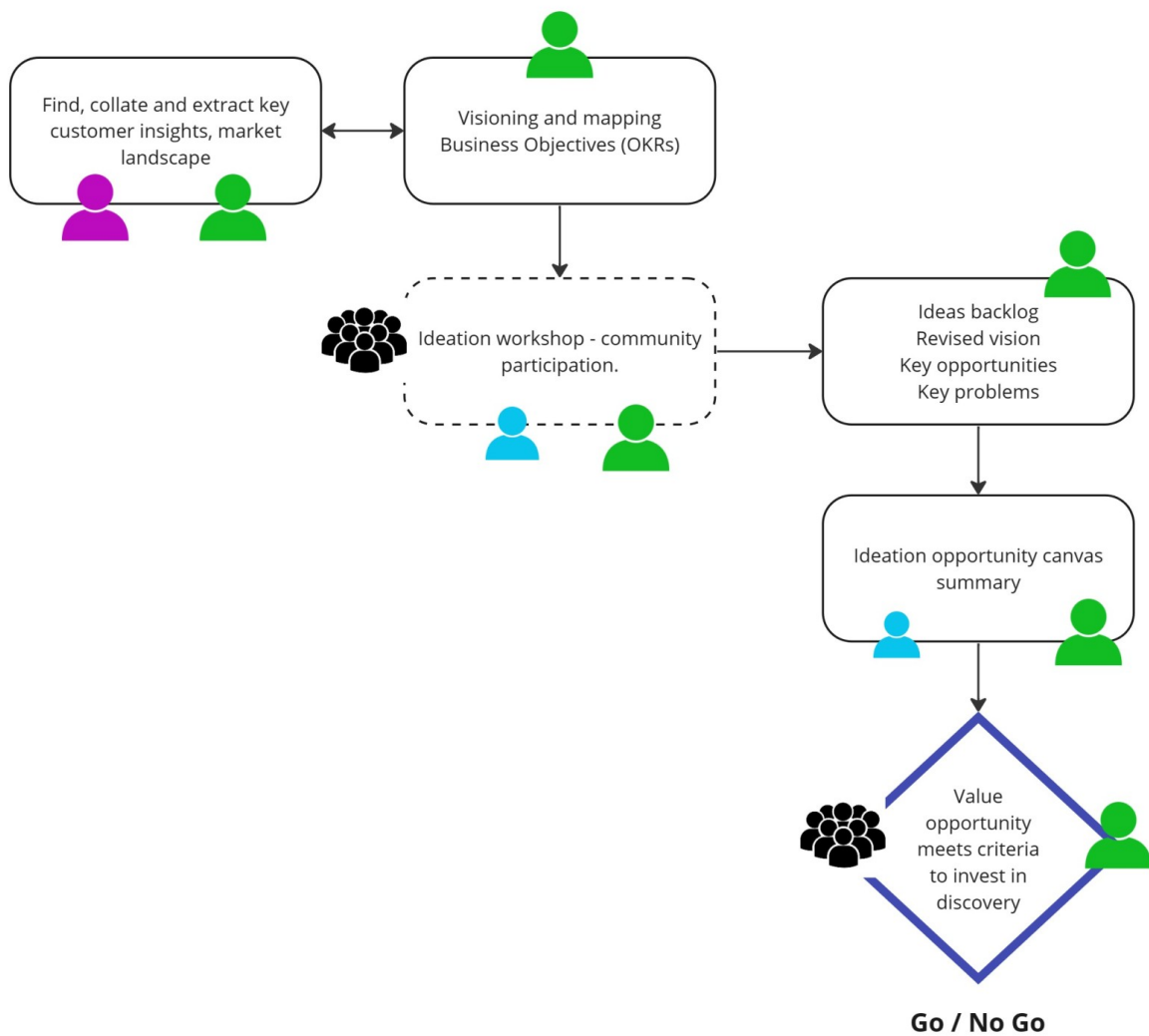
The above outputs are typically summarised within an opportunity canvas

## ☐☐ Golden Thread Practices


- [Brainstorming](#)
- [Visioning](#)
- [Value definition](#)


## ☐☐ Golden Thread Techniques

- [Amazon PR release](#)
- [Ideation workshop](#)
- [Value proposition canvas](#)
- [6 thinking hats](#)
- [OKR mapping](#)
- [Idea capture form](#)



# Key capabilities

Core Team 

User Research 


Service Design 

UX Design 


Tech Architecture 


Product 

Development 

Operations 

Delivery 

Data / Analytics 

Forum 

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