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# Brainstorming Techniques for Innovation

*PM Series I:*

*Ideation and Conceptualization*



# Reverse Brainstorming

Identify the problem

Reverse the problem

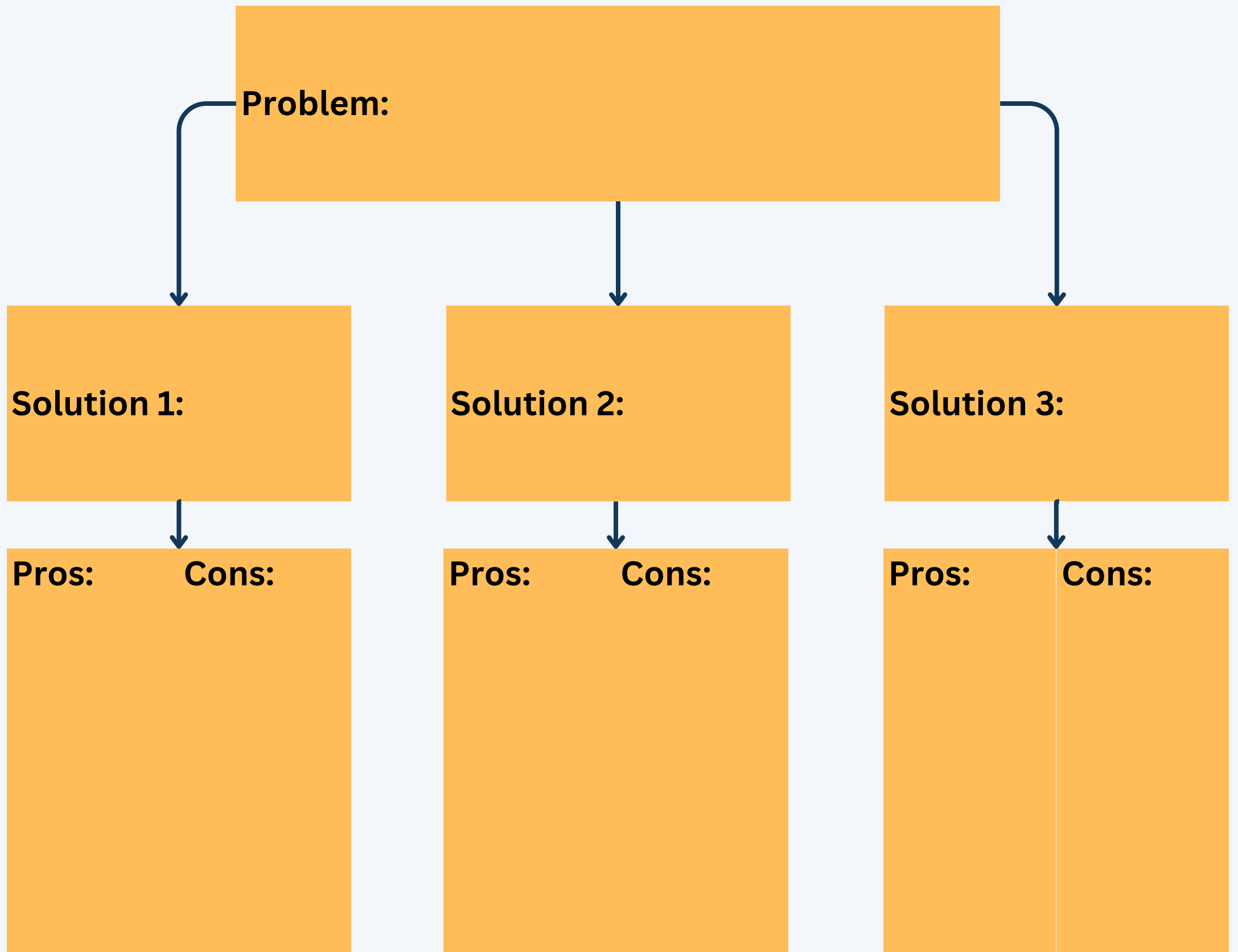
Gather ideas

Reverse gathered ideas

Evaluate ideas &  
identify solutions

KEEP SWIPING

# Problem-Solution Mapping



**Solution:**

ONE MORE 

# Storyboarding

**Persona:**

**Scenario:**

**Scene 1**

**Scene 2**

**Scene 3**

**Captions**

**Captions**

**Captions**

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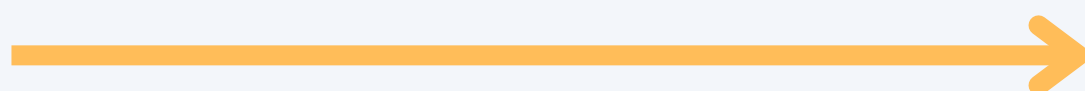
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**Need to implement for  
your specific problem?**

*DM for practical application.*

**@vallabhchitnis**