



# Brainstorming Session

Olympic Internet Presence

# Brainstorm

- "The way to get new ideas is to get **lots of ideas** – and throw the bad ones away." Linus Pauling, Nobel Prize winner
- A spontaneous group discussion to produce ideas and ways of solving problems. Oxford American Dictionaries

# Inspire Innovation

- "[Brainstorming](#) is... what the clients really buy."
  - Ethan Rasiel, The [McKinsy](#) Way
- The point of [brainstorming](#) is the generation of new ideas. So start with tabula rase – a clean slate.

# Eliminate Constraints

- There is no limit on costs, or time, or other resources. Think as big or expensive or creative or technical or fun as your minds allow.

# Rules of Play

1. Go for the quantity, not quality
2. Absolutely no criticism
3. Weird ideas are welcome
4. Transform others' ideas

# Olympic “The Person”

- Profession – Doctor – Person has problem to solve, go to the doctor for help, because of expertise, diagnose & evaluate problem, find solution, gives prescription, advice, fix , instill confidence, trust,

# Objective – Needs personalized

"Reinvent our internet presence to drive customer sales, create loyalty, and brand awareness."

Olympic – Your friendly expert for painting, staining, neighbor,

# Surpass our Competition

- Difficult to ketch up by feature comparison or competition
- New Ideas have potential to propel us ahead of the competition
- User Focus - design for our customer.
- \* Remember the competition is not our customer, but can provide insight into our customers



# What Adjectives Describe Olympic?

- Color
- Quality
- Sturdy
- Beautiful
- Dependable
- Smart
- Fun
- Rainbow
- Warm
- Inviting
- Artist
- Creative
- Unique
- Rich Look
- Vibrant
- Healthy
- Green
- Trendy
- Clean
- Smooth
- Upbeat
- Life
- Lively

## Stain Only

- Heritage
- Wise old man – yoda
- Trust
- Brown
- Dark Green
- Grainy
- Creative
- Unique
- Rich Look
- Wood Grain

## Paint Only

- Vibrant
- Healthy
- Green (now)
- Rainbow

# Six Thinking Hats

- Look at decisions from a number of important perspectives. This forces you to move outside your habitual thinking style, and helps you to get a more rounded view of a situation.
- By nature, we think, respond, and scan for patterns, that's what makes us unique.
- This tool was created by Edward de Bono in his book [6 Thinking Hats](#)

# Hat #1

- Retail Consumer
- Alison, Female 33, Robinson suburb, Just Married, 2 young kids, Pharm Sales. Income- 75+ Husband – Financial Planner, 2 bulldogs & basenji, good housekeeping
- Just bought new house with more bedrooms, existing home, needs to painted
- Close to Lowes, Not much time to go to the store, Research on paint – googles Lowes + Paint, likes Lowes (female), Sees Behr, (homedepot), Olympic draws – Safe for children, price-point, whoever’s in top 3, color choices, revamp, how to, low odor, green, easy
- Mom blogs, Blogger.com, has blackberry, email “thank you for visiting our site, here’s a rebate” Here’s your shopping list, Here’s a list of your favorite colors, download favorite color background, personalize, returns to site, says “welcome Alison”, Personality communication – live chat – ask tina”, facebook – fan of olympic, share, Photos of house, Flickr

# Hat #2

- Retail Consumer - Stain
- Alison's Husband Bob – Financial Planner, 2 bulldogs & basenji, DIY. Deck, Fence 35, Robinson suburb, Just Married, 2 young kids, Household Income- 75+
- Alison does some paint research and talks to Bob –
- Bob knows Olympic Stain – Savvy, Research, Analytical, Comparison Shop
- He's on Message Boards, Forums,
- DIY Guy, Workbench.com, this old house.com,
- Motivation product quality durability
- Doesn't want to feel help, but might need help
- True Value Hardware Commercial – Conversation never happened
- How to fix the problem you've created from starting wrong
- Product Ratings \*\* Product & Color Popularity, Trends

# Hat #3

- Professional Painter, and Stain Master
- Sal, 29, high school education, Homestead, old desktop pc, nextel beeper phone, might have been on internet a few times, uses email sparingly
- Goes to Lowes, contractor area
- MSDS for a project that he's working on for a site,
- Lowes for pros – schedule, pick up, sink with phone
- Application, Tech Specs
- Asks friends for advice or Lowes salesperson
- ProAdvantage contract binders –
- Territory managers, extension of Olympic sales & info on products
- Give them unique, simple tools, paperwork forms templates
- Small residential commercial projects
- Start up – word of mouth business
- Stain is at stores too, but not paint
- SW – personal attention, coffee donuts
- PPG story – cost point, quality
- Early morning stop Lowes,

# Hat #4

- Professional Contractor
- How can we Personalize – Coffee & Donuts
- Currently We Give Them A Bag And Fan Deck
- Value
- Quick
- Sales
- Cheap, inexpensive

# Hat #5

- What about the 5 year old?
- Young children
- Kids section
- Playful
- Promotes Olympic as a Family Brand – we care



# Hat #6

- 22, renting now, soon buy house – reach them now, ready for them
- Social Media

# Conclusion

- Defined the Olympic Personality
- Defined Olympic with Adjectives
- Created “6 Hats” as Our Target Audience
- Summarized the Olympic Internet Strategy

# Next Steps

- Sort out these New Ideas
- Build Personas from user information
- Create Wireframes
- Prototype Interaction
- Design Sketches
- Present and Review

# Notes

- Want people to go to the website to
  - Seek knowledge
  - Think of Olympic different
  - Make SIMPLE
  - Quality Content
  - CLEAN
- HELP – How To's
  - Choose color
    - In Isle research done (people get confused making decisions products and color)
  - People start with, “I can do this!” Then get overwhelmed, lost, frustrated –
    - Need to offer help – how to do from beginning & how to do after you've messed up a step
- Quality
  - Last, durable, (4yrs) No ReDo's
  - Do what it says it does
- Attract new customers & retain old
- Needs to be @ what we can do for them – RESOURCE, HELP (southwest air)

# Notes (continued)

- Need to Differentiate Ourselves
  - How?
- Personal
  - Fun, Layman, User-Friendly
- Geo-Target
  - Weather, Seasons, Cultures, etc.
- Knowledge Resource

# Tools for Engagement

- Use if necessary

# What is our competition doing Right?

- How do they meet the customer needs?
- What tools do they use that engage customers?
- How is the navigation of their site used to guide customers? Towards what? Why?

# Concept Fan

- Widening the Search for Solutions
- Concept Fans help you find new approaches to problem solving, when you have rejected all obvious solutions. Originated by Edward de Bono in his book [Serious Creativity](#)
- Develop the principle of 'taking one step back' to get a broader perspective.



# What is the opposite of what we want?

- Describe, in detail, the opposite of what you want to have happen. What's the worst web navigation design possible?
- For example:
  - Hide or confuse the main navigation
  - Have dead or broken links