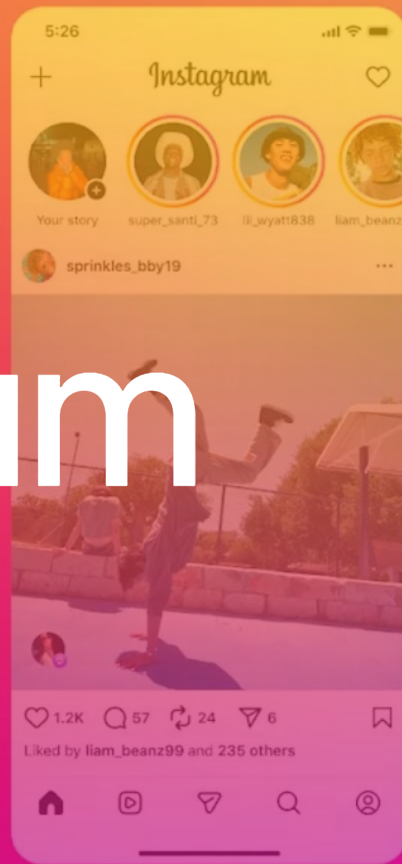


Fixing Brands Using Ideation Techniques

Reviewing Instagram, Uber, and Dunkin



Instagram



Instagram POV Statement 1 | Brainwrite

POV Statement: Users of Instagram who regularly create and scroll through content want more control over the type of content they see on their feeds. This is due to unrelated and irrelevant content flooding what they see.

- **Ideas**

- **“Show Less of This” Button**
- Feed preferences setting
- Filters for content
- Content categories
- **Friends only option**
- **“Why am I seeing this”**
Explanations
- Content blacklisting
- Age Filtering (for Content)

- Muting certain creators
- Muting certain topics
- **Reset content suggestions**
- Daily recommendations
- Being able to prioritizing certain creators
- AI feed control
- **Personalized feed dashboard**

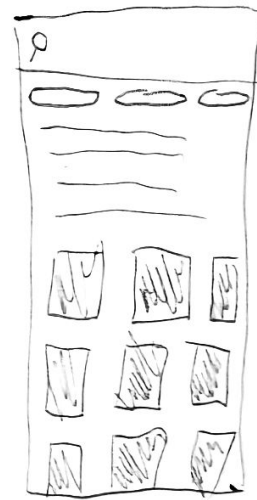
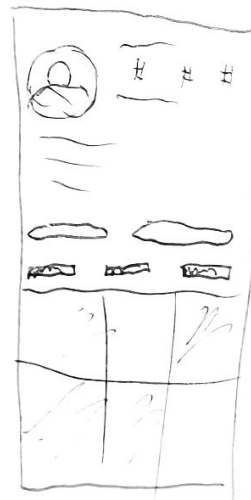
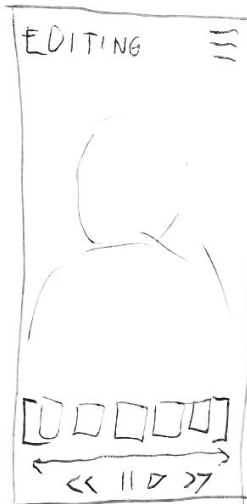
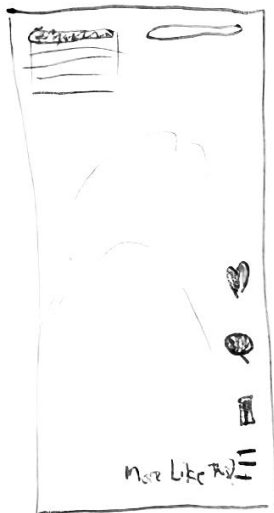
Instagram POV Statement 1 | SCAMPER

POV Statement: Users of Instagram who regularly create and scroll through content want more control over the type of content they see on their feeds. This is due to unrelated and irrelevant content flooding what they see.

- **Substitute**
 - Replace the recommendation system Instagram has currently with one more user based
- **Combine**
 - Combine the Following, Favorites, Close Friends tabs and recommended content into specific related feeds
- **Adapt**
 - Take the filter systems used on most streaming platforms and adapt it to Instagram's feed
- **Modify**
 - Give more use to the current "Not Interested" button.
- **Put to Another Use**
 - Make the Explore page into a personalized dashboard used to discover new content
- **Eliminate**
 - Limit suggested posts from the main feed
- **Reverse**
 - Have the users of Instagram decide more so what they want to see rather than the algorithm choosing

Instagram POV Statement 2 | Sketch / Sketchstorm

POV Statement: Content creators of Instagram who normally share and create content straight from the app want more intuitive creator tools. This is so these people can create content easier and quicker



Instagram POV Statement 2 | Worst Possible Idea

POV Statement: Content creators of Instagram who normally share and create content straight from the app want more intuitive creator tools. This is so these people can create content easier and quicker

● Ideas

- Remove the undo button
- Hide the publish button
- Put every editing tool in a different menu
- Make creators restart if they leave the app
- Randomly change the formatting
- Make captions impossible to edit
- Hide frequently used tools



● Possible Solutions

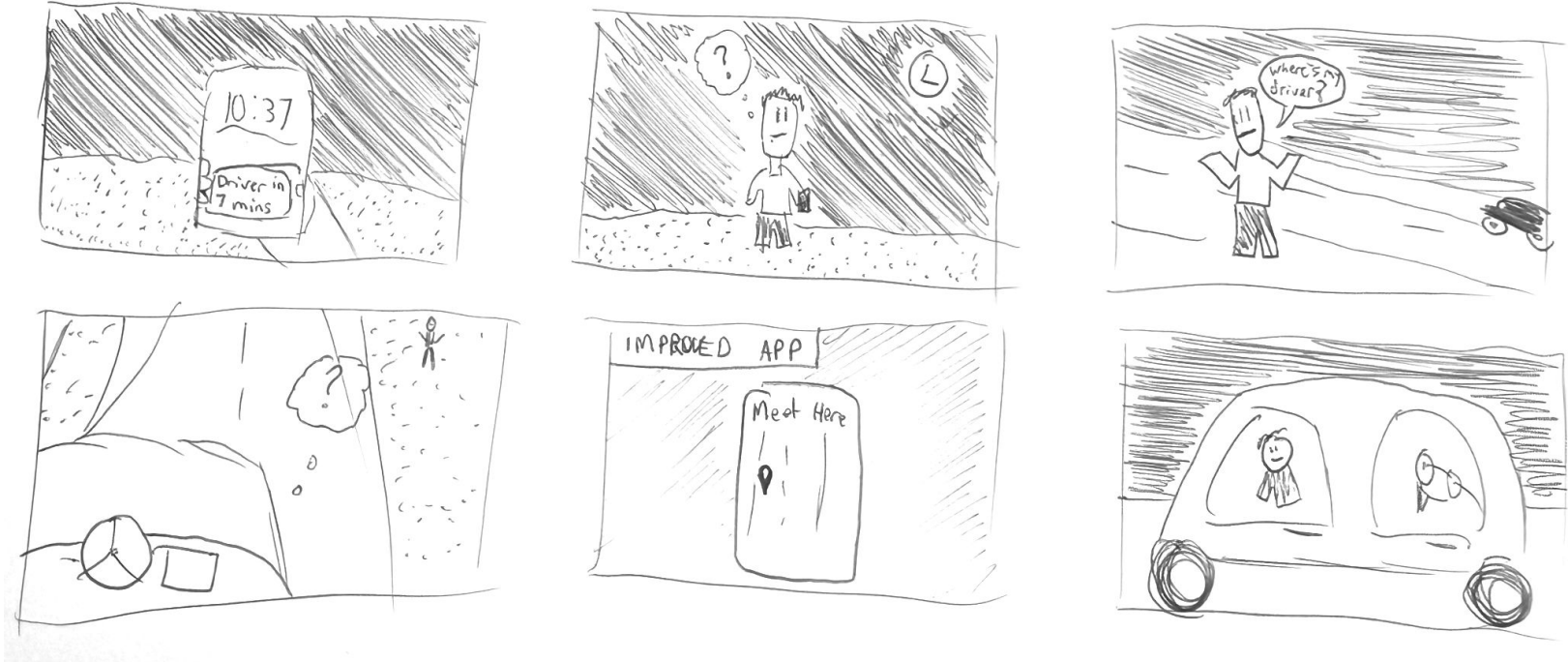
- Easy undo
- Prominent publishing controls
- Singular and unified creator workspace
- Auto saving posts when editing them
- Randomly change the formatting
- Easy editing before/after posting
- Customizable toolbar

The image features the Uber logo, a white lowercase 'uber' in a sans-serif font, centered over a dark, semi-transparent background. The background is a photograph of a car's interior, showing a hand on the left holding the steering wheel and a hand on the right holding a smartphone. The smartphone screen displays the Uber logo. The overall image has a dark, moody aesthetic with a blueish-grey tint.

uber

Uber POV Statement 1 | Storyboard

POV Statement: It is very important for Uber riders that the app reflects accurate pickup and drop off information. If this isn't the case, this makes it harder for users to navigate around long waits, cancellations, and incorrect information.



Uber POV Statement 1 | Challenge Assumptions

POV Statement: It is very important for Uber riders that the app reflects accurate pickup and drop off information. If this isn't the case, this makes it harder for users to navigate around long waits, cancellations, and incorrect information.

- **"Users need a direct map to find their driver"**
 - What if they didn't? They could use a text-based walking directions to find them
- **"GPS automatically provides enough information"**
 - Sometimes the GPS doesn't work correctly. Combining a GPS with other surrounding landmarks could make it easier for consumers.
- **"The driver and rider should meet at the location selected by the app."**
 - What if the app suggests a better place for the two to meet up? Uber can use its technology for highly visited areas to suggest good drop off and pick up areas.
- **"ETA is enough information"**
 - Maybe the consumer is looking for more? Having information like driver status, location, and eventually how far from the destination is all very valuable
- **"The rider should figure out where to stand"**
 - What if Uber made it more obvious? The app could give more specifics on where they want consumers to stay.
- **"A driver arriving means the ride is ready"**
 - What if where the driver stopped is a place the rider can't reach? This would mean the driver would have to move to find a better location.

Uber POV Statement 2 | Anti-Problem (Gamestorming)

POV Statement: Uber users who use the app for affordable rides want to have more information when it comes to the price of their ride. This keeps transparency between the company and the consumer.

● Anti-Problem

- Hide prices
- Hide fees
- Unexpected price change
- Purposely complicated receipt
- Hide payment information
- Confusing language
- No estimate
- Difficult refunds
- Hidden cancellation fee



● Real Solutions

- Show prices upfront
- Show itemized fare breakdown
- Explaining why prices changed
- Simplified and itemized receipt
- Clear payment information
- Clear descriptions
- Upfront price range
- Easy refund process
- Clearly display cancellation costs

Uber POV Statement 2 | Provocation

POV Statement: Uber users who use the app for affordable rides want to have more information when it comes to the price of their ride. This keeps transparency between the company and the consumer.

- **What if Uber didn't hide any information about the ride fare?**
 - Every charge is visible
 - Simple and clear descriptions
 - Upfront fee breakdown
- **What if the customer could have an idea of the final price before requesting the ride**
 - Estimated final price range
 - Warnings if price does change
 - Upfront maximum expected fee increase
- **What if Uber explained every price increase?**
 - Notification that says something like: "Your fare increased because the ride took 15 minutes longer than expected."
- **What if users could set a maximum amount that they are willing to pay?**
 - Specific fare limits
 - Notification if price increases/exceeds limit
 - Alternative transportation options
- **What if riders could compare their current trip to previous ones they had?**
 - Trip price history
 - Average price for a specific route
 - Typical price range for a specific route

A photograph of a Dunkin' Donuts storefront, heavily filtered with an orange color. The building features a large 'DUNKIN'' sign on the upper right and a logo on the left. A 'NOW OPEN' sign is visible in the window. A car is parked on the left, and a drive-thru arch is on the right.

DUNKIN'

Dunkin POV Statement 1 | Braindump

POV Statement: The people that use the Dunkin app frequently see issues when logging in and making transactions. Being able to better organize the app and make the UX/UI better, would be beneficial to consumers.

- **Login Ideas**

- Face ID
- Apple/Google login
- Password Recovery

- **Payment Ideas**

- Saved payment methods
- Apple/Google Pay
- Payment retry (when issues arise)

- **Ordering Ideas**

- Reorder
- Favorites
- Order history
- Order status

- **Navigation Ideas**

- Search
- Improved home screen
- Personalized options and shortcuts

Dunkin POV Statement 1 | Bodystorm

POV Statement: The people that use the Dunkin app frequently see issues when logging in and making transactions. Being able to better organize the app and make the UX/UI better, would be beneficial to consumers.

- **Ordering process**

- Open App
- Log In
- Find Product
 - How long does that take?
- Customize
 - How easy is it to customize food/drink?
- Pay
- Confirm

- **Issues**

- Too many steps
- Potentially slow login
- Payment status might not be clear
- Regular customers need to search for items they normally order

- **Solutions**

- Simplify login/searching
- Clear process between customizing and actually purchasing the item
- Custom home screen

Dunkin POV Statement 2 | Mindmap

POV Statement: Dunkin customers who visit the brand regularly would prefer a more personalized offering on the app. Currently the app is generic and makes it harder for consumers who use it daily.



● Ideas

- Personalized homepage
- Personalized menu recommendations
- Favorite-product shortcuts
- Purchase-based recommendations
- Personalized rewards
- Custom promotions
- Favorite store

Dunkin POV Statement 2 | Analogies

POV Statement: Dunkin customers who visit the brand regularly would prefer a more personalized offering on the app. Currently the app is generic and makes it harder for consumers who use it daily.

- **Spotify and Netflix**

- Spotify learns based on what you are listening to
- Netflix gives personalized content as soon as they open the app
 - **Dunkin Equivalent:** Personalized productions and offers on the home screen

- **Amazon**

- Amazon remembers your past purchases, which makes recording much easier
 - **Dunkin Equivalent:** Giving users the option to “Order your usual”

- **Airlines Loyalty Programs**

- Frequent customers get benefits based on how much they uses said airline
 - **Dunkin Equivalent:** Rewarding customers for frequently getting drinks/food from Dunkin

- **Spotify Wrapped**

- Spotify creates a personalized experiences based on the user's preferences
 - **Dunkin Equivalent:** Dunkin can do something similar, showing uses what they order the most. This would also lead to organic publicity