

# GRASP™

## QUICK REFERENCE

1. Is it a problem, enhancement or invention? If nothing in mind, use FRAUD
  2. Is it temporary? So what's the big deal, or why is it important?
  3. What are the basic components & system flow? What are the assumptions? If no assumptions in mind, use Gossip or Reverse Brainstorm
  4. Which are the real reasons? What is the top reason?
  5. What is the root cause of the top reason? Ask Why or What caused it
  6. What is the problem statement? Phrase it as "How to + action/verb that addresses the issue + within the constraints"
  7. Do the authorities agree with the problem statement? Are they also committed to a trial?
  8. Is the solution obvious or existing? If so, just do it
  9. What are the basic components & system flow of the problem statement?
  10. Use First Impressions, Crowdsourcing, Idea Rubik, Morphological Matrix & Implosion to generate ideas
  11. Use the HOW-NOW-WOW matrix to prioritise your ideas. Use the scoring matrix to determine the top WOW idea
  12. Prototype the top WOW idea
  13. Test the prototype & get feedback
- *Skip these steps if the journey map was plotted together with the people directly involved in the activity/process*
  - *Iterate the steps if needed*