

E-commerce 6-3-5 Brainwriting

How Might We Statement: For online retail and direct-to-consumer businesses using this pre-filled 6-3-5 Brainwriting template.

Brainwriting Round	Idea 1	Idea 2	Idea 3
Round 1	Optimize checkout conversion rates	A/B test product landing page pricing	Optimize checkout conversion rates
Round 2	Optimize checkout conversion rates	A/B test product landing page pricing	Optimize checkout conversion rates
Round 3	Optimize checkout conversion rates	A/B test product landing page pricing	Optimize checkout conversion rates
Round 4	Optimize checkout conversion rates	A/B test product landing page pricing	Optimize checkout conversion rates
Round 5	Optimize checkout conversion rates	A/B test product landing page pricing	Optimize checkout conversion rates
Round 6	Optimize checkout conversion rates	A/B test product landing page pricing	Optimize checkout conversion rates