IDEATION PHASE

BRAINSTORMING & IDEA PRIORITIZATION

Date	03 November 2023
Team ID	NM2023TMID01224
Project Name	How to create a reel design using Canva

Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Before you collaborate

A little bit of preparation goes along way with this session. Here's what you need to do to get going.

10 minutes

Team gathering
Set the goal
Learn how to use the facilitation tools

Open article

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM
How to create a reel using canva?

Key rules of brainstorming
To run an effective and productive session

Stay in topic
Encourage wild ideas
Defer judgment
Listen to others
Go for volume
Be visual

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

ANGEL
COMFORTABLE PLACE
RELIABLE
ART DISPLAY
FLEXIBILITY
TROUBLE FREE
BRANDING

DEEPASHREE
PRICING
HYGIENE
KIDS PLAY AREA
UNIQUE THEME
AMBIANCE
MENU

BLESSY
SPECIALITIES
CONVENIENCE
SPEEDY SERVICE
PARTY FACILITIES
CUSTOMER FRIENDLY
SEATING PREFERENCE

MARY PRINCY
SPECIAL EVENT
LOCATION
MERCHANDISE
OUTDOOR SEATING
MUSIC
WIFI

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and break it up into smaller sub-groups.

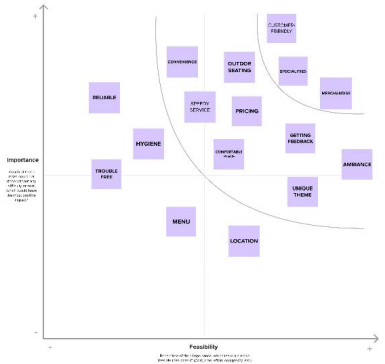
20 minutes

ATMOSPHERE
COMFORTABLE PLACE
MENU
CONVENIENCE
AMBIANCE
LOCATION
ENTERTAINMENT
KIDS PLAY AREA
SPECIALITIES
MUSIC
BENEFITS
PROMOTING BRAND
SPECIAL FEATURES
RELIABLE
HYGIENE
TROUBLE FREE
SPEEDY SERVICE
CUSTOMER FRIENDLY
BRANDING
PRICING
PERFORMANCE
ART DISPLAY
OUTDOOR SEATING
PARTY FACILITIES
WIFI

Prioritize

Your team should all be on the same page about which important ideas the group should explore further. Use your criteria to help you determine which ideas are important and which are feasible.

20 minutes



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might not have access.

Quick add-ons

Share the mural
Share a link to this mural with others to collaborate with you

Export the mural
Export a copy of this mural as a PNG, PDF, or CSV file

Keep moving forward

Strategy Blueprint
Define a clear, actionable plan for implementing the ideas you've generated during this workshop.
Open this template

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open this template

Examples, assessments, opportunities & more
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open this template

Share template feedback

Need some inspiration?
See how this template was used by real teams.
Open example