

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	20.10.2023
Team ID	NM2023TMID09712
Project Name	Create a Google business profile
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Enter your business name, select the appropriate category, and provide essential details such as your location and contact information. You can choose whether to appear on Google Maps. After completing these steps, you'll need to verify your business, often through a postcard with a verification code. Once your profile is verified, you can enhance it further by adding photos, hours of operation, and other relevant information. This comprehensive profile will help potential customers find and engage with your business more easily.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement



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 a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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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 might we (your problem statement)?

Key rules of brainstorming
To run an smooth and productive session

- 😊 Stay in topic.
- 💡 Encourage wild ideas.
- 🙊 Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

00 minutes

Tip
You can write multiple ideas on sticky notes and then cluster them together to find patterns.

Person 1
Idea 1: Create a mobile app for tracking food intake.
Idea 2: Develop a web portal for meal planning.
Idea 3: Design a smart scale that syncs with a health app.
Idea 4: Implement a recipe generator based on dietary preferences.

Person 2
Idea 5: Introduce a community forum for sharing recipes.
Idea 6: Create a gamified system for healthy eating challenges.

Person 3
Idea 7: Develop a virtual nutrition coach.
Idea 8: Implement a meal delivery service with customizable options.

Person 4
Idea 9: Create a social media campaign for healthy eating.
Idea 10: Develop a wearable device for monitoring calorie burn.

Idea 11: Implement a food waste tracking system.
Idea 12: Create a digital food diary with image recognition.

3

Group ideas

Take your brainstorming ideas and cluster them into related groups. Give all sticky notes from the brainstorming session a chance to be grouped. Then, take the sticky notes, by and use it you will have it up the cluster subgroups.

00 minutes

Tip
For subgroups, you can use color-coded sticky notes to represent different categories or themes.

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Step-3: Idea Prioritization

1

Prioritize

Your team should all be on the same page about what's important, moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP

Participants can use their experience to decide if an idea seems more important or feasible. The number one reason for not trying an idea is often not having the knowledge or resources.

