

Date	02 NOVEMBER 2023
Team ID	NM2023TMID02643
Project Name	Project - How To Create A Brand Promo Video Using Canva

1

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

To simplify the process of finding a problem statement, please consider the following: The problem statement should be a clear, concise, and specific statement of the problem that you are trying to solve. It should be a question that you can answer with a "Yes" or "No" response. It should be a statement that you can use to guide your brainstorming process. It should be a statement that you can use to communicate the problem to others.



Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

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

10 minutes

DHARSHANA A

More info is less time
Variety of options
Customer Success Stories

AMIRTHA V

Get the Value
Service
Can easily pay this
Can easily pay this
Can easily pay this

INDRA SUBHASHINI A S

Get the Value
Service
Can easily pay this
Can easily pay this
Can easily pay this

ASMI S M

Get the Value
Service
Can easily pay this
Can easily pay this
Can easily pay this

TIP
You can select a sticky note and hit the pencil icon to start drawing!

3

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 see if you can break it up into smaller sub-groups.

20 minutes

CROWD MANAGEMENT

Production avoided
Get back to work, soon
Costs less for long time
Walking time reduced

TIME SAVING

Get back to work, soon
On Time delivery
Quality items and get home
Costs less for long time

BUSINESS DEVELOPMENT

Production avoided
Get back to work, soon
Costs less for long time
Walking time reduced

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your cluster.

4

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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the lower pointer holding the H key on the keyboard.

