

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	2 November 2023
Team ID	NM2023TMID02411
Project Name	Create a Google business profile

Brainstorm & Idea Prioritization Template:

Brainstorming and idea prioritization for optimizing a Google Business Profile involves considering various factors. First, focus on essential information like accurate business details, contact info, and hours of operation. Then, enhance visual content with high-quality images and videos showcasing your products or services. Encourage customer reviews and respond to them promptly to build trust. Utilize the Posts feature to share updates, promotions, and events. Monitor and analyze insights to understand customer engagement and adapt your strategy accordingly. Consider integrating Google Posts or Q&A to address common queries. Lastly, prioritize addressing negative reviews and resolving customer issues to maintain a positive online reputation. By systematically implementing these strategies, you can make the most of your Google Business Profile to attract and engage with potential customers.



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.

10 minutes

PROBLEM

"Design and develop an efficient user-friendly digital platform for generating and processing the traditional and all relevant forms of urban heat energy, ensuring accessibility, sustainability, and user engagement for heat network participants."

2

Key rules of brainstorming

To run an smooth and productive session

- Stay in scope
- Encourage wild ideas
- Defer judgement
- Quantity ideas
- Go for volume
- If possible, be visual

2

Brainstorm

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

10 minutes

Tip: You can use sticky notes to capture ideas and group them into themes.

Person 1

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.

Person 2

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.

Person 3

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.

Person 4

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.

Brainstorm ideas for the digital platform, focusing on user engagement and sustainability.





Group Ideas

These turn sharing your ideas into clustering similar or related ideas 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 subgroups.

30 minutes



Remember to use the sticky notes to share your ideas and to group them into clusters. You can use the sticky notes to share your ideas and to group them into clusters.

Seasonal Decor Design: Aari work pieces for each season, like spring flowers, summer sunsets, autumn leaves, and winter scenes.

Family Heritage: Share family stories and create Aari work pieces that represent the collective heritage of the group.

Collaborative Storytelling: Create an Aari work tapestry that tells a story with different sections contributed by various group members.



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.

30 minutes



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