

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26/10/2023
Team ID	NM2023TMID01246
Project Name	POWER LIBRARY MANAGEMENT
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

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

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



Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

10 minutes

Tip You can group a sticky note, making it easier to manage.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

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 common title. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

10 minutes

Tip Add a sticky note to the top of each cluster to label it. You can also use a sticky note to write a question or a goal for the group.

Step-3: Idea Prioritization

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.

10 minutes

Tip Participants use their thumbs to place sticky notes on the grid. The facilitator will record the sticky notes on the grid after the session. Weigh in the legend!

After you collaborate

You can export the matrix as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the matrix** Make a clear link to the matrix with capabilities to keep track of the steps about the outcomes of the session.
- Export the matrix** Export a copy of the matrix as a PDF or CSV to share in emails, reports, or with your team.

Keep moving forward

- Strategy Navigator** Define the components of a new idea or strategy. [Open the template](#)
- Customer experience journey map** Understand customer needs, motivations, and behaviors for an experience. [Open the template](#)
- Strengths, weaknesses, opportunities & threats** Identify strengths, weaknesses, opportunities, and threats (SWOT) during a plan. [Open the template](#)

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