

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 October 2023
Team ID	9966BCFFE4F577EB80D4B8B765DFBBDF
Project Name	Aquatic Insights: Cognos -Powered Water Portability Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming creates a free and open environment in which everyone in a team is encouraged to participate in the creative thought process that leads to problem solving. Prioritising volume over value, unconventional ideas are welcomed and expanded upon, and all participants are encouraged to contribute, assisting each other in developing a wealth of unique solutions.

Use this template in your own brainstorming sessions to let your team's imagination run wild and start developing notions even if you're not all in the same room.

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

Brainstorm & Idea prioritization

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.

- 40 minutes to prepare
- 15 minutes to collaborate
- 2-3 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.

- 40 minutes

Team gathering

Invite everyone to participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal

Think about the problem you'll be discussing or solving in the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open session

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.

40 minutes

Problem Statement

Aquatic Insights: Cognos -Powered Water Portability Analysis

Key rules of brainstorming

Focus on creative and productive ideas.

- Keep it simple
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- One idea, one round

Next session

How often do you want to brainstorm? Set a frequency and stick to it.

Next session

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

Shishu N

- Real-time Water Quality Monitoring System
- Customized Water Treatment Solutions
- Educational Workshops and Webinars
- Community Water Quality Reporting Platform

Sarthak Kumar D

- Online Water Quality Marketplace
- Environmental Impact Certification Program
- Water Quality Product or Blog
- Water Quality Mobile App

Sarthak Kumar S

- Environmental Impact Assessment Service
- Government Compliance Software
- Water Analysis Subscription Service
- Collaboration with Environmental Organizations

Sarvam K

- Water Quality Insurance Product
- User-Friendly Mobile App
- Educational Workshops
- Collaboration with Environmental Organizations

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

Water Quality monitoring Solutions

- Real-time monitoring system
- Education and Outreach
- Educational Workshops and Webinars
- Community Water Quality Reporting Platform
- Environmental Impact Assessment Service
- User-friendly mobile app

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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.

[View instructions](#)

After you collaborate

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

Quick actions

- [Share the mural](#)
Share a view link to the mural with collaborators to keep track in the map about the evolution of the session.
- [Export the mural](#)
Export a copy of the mural as a PNG or PDF document ready to include in slides or save to your drive.

Keep moving forward

- [Strategy blueprint](#)
Define the components of a new idea or strategy.
[Open the template >](#)
- [Customer experience journey map](#)
Understand customer needs, interactions, and obstacles for an experience.
[Open the template >](#)
- [Strengths, weaknesses, opportunities & threats](#)
Identify strengths, weaknesses, opportunities, and threats (SWOT) for developing a plan.
[Open the template >](#)

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