

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 October 2023
Team ID	NM2023TMID07251
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

Aquatic Insights

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.

60 minutes to prepare

Filter 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.

60 minutes

- Team gathering**
Ensure you're all comfortable in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'd like thinking set solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Requirements as well as helpful and professional resources.

Export details

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.

6 minutes

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Key rules of brainstorming

Follow an amount and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for quantity
- A good idea, now repeat.

Reset timer

How much time is left?

See a calendar view of your sessions or a list of your sessions.

Reset timer

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

Shiksha N

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

Senthil Kumar S

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

Santhosh D

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

Saiman 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 umbrella-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

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graph TD; A([Water Quality monitoring Solutions]) --> B([Real-time monitoring system]); A --> C([User-friendly mobile app]); B --> D([Education and Outreach]); B --> E([Educational Workshops and Webinars]); B --> F([Community Water Quality Reporting Platform]); B --> G([Environmental Impact Assessment Service]);
```

Step-3: Idea Prioritization

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

5 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 stakeholders to learn from or to help discuss the outcomes of the session.
- Export the mural:** Export a copy of the mural as a PNG or PDF to share with stakeholders. Includes a link to the mural in your share.

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 emotions 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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