

Ideation Phase

Brainstorm & Idea Prioritization

Date	16 October 2023
Team ID	NM2023TMID05090
Project Name	Empowering the Future: A Literacy Rate Analysis for a Better Future Tomorrow
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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.

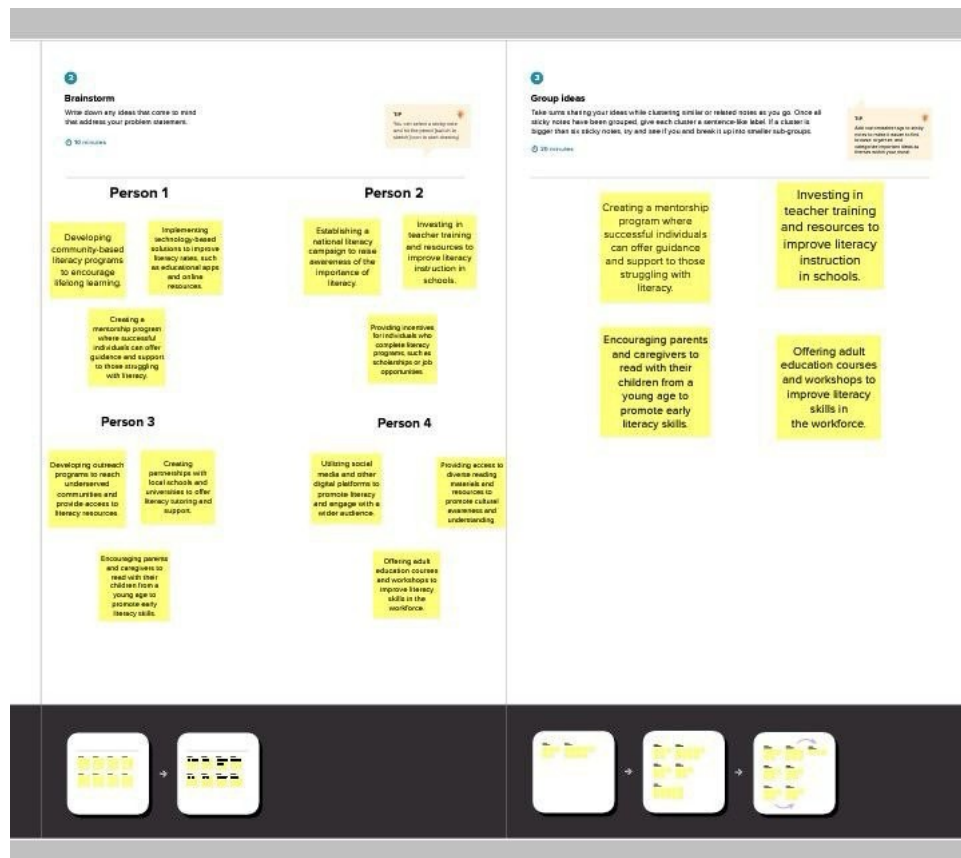
Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot displays a Miro board titled "Brainstorm & Idea Prioritization". The board is divided into three main sections:

- Left Panel (Template):** Contains a lightbulb icon and the title "Brainstorm & Idea Prioritization". It includes instructions: "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." It also lists "10 minutes to prepare", "1 hour to collaborate", and "3-5 people recommended".
- Middle Panel (Before you collaborate):** Labeled "Before you collaborate", it provides a tip: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It includes a 10-minute timer and three steps:
 - Team gathering:** Define who should 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 focusing on solving in the brainstorming session.
 - Learn how to use the facilitation tools:** Use the facilitation superpowers to run a happy and productive session.
- Right Panel (Define your problem statement):** Labeled "Define your problem statement", it asks: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." It includes a 5-minute timer and a "Problem" statement: "Empowering the Future: A Literacy Rate Analysis for a Better Future Tomorrow". Below this, it lists "Key rules of brainstorming" to set an honest and productive session:
 - Stay on topic
 - Encourage wild ideas
 - Defer judgment
 - Listen to others
 - Go for volume
 - Be practical, be visual

At the bottom of the board, there is a section titled "Need some inspiration?" with a link to "Open multiple" and a small image of a sticky note.

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

4

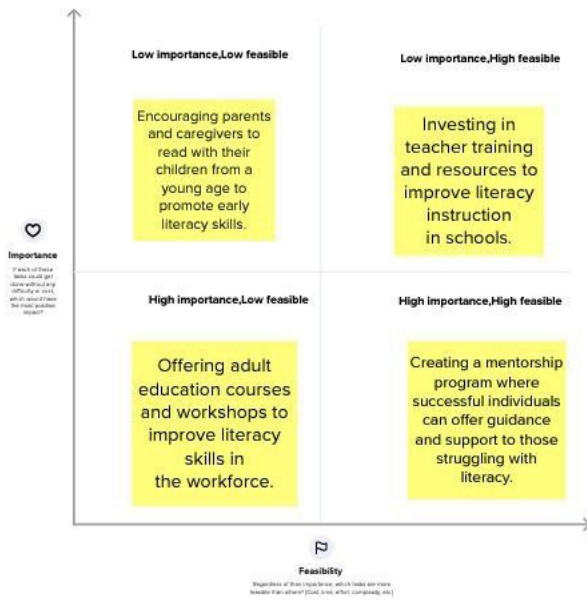
Prioritize

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

19

Participants can vote their favorite idea by placing a sticker on the grid. The facilitator can also use the grid to identify the ideas that are most important and feasible.



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 add-ons

- [Share the mural](#)
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- [Export the mural](#)
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save on 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, reactions, and obstacles for an experience.
[Open the template](#)
- [Strengths, weaknesses, opportunities & threats](#)
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

[Share template feedback](#)

