

Ideation Phase

Brainstorm & Idea Prioritization

Date	03 November 2023
Team ID	NM2023TMID10723
Project Name	Digital Marketing
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Brainstorm & Idea prioritization

Use this template in your own brainstorming session so you and your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
10 minutes to discuss
2-4 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. It helps what you need to do to get going.

10 minutes

- 1. Time planning: Brainstorming sessions should be scheduled in a room with a whiteboard or a large screen to capture ideas.
- 2. Get the goal: Think about the challenge you're trying to solve or the problem you're trying to address.
- 3. Learn how to use the facilitator tools: Use the Facilitator Role cards to guide the session and ensure everyone has a chance to contribute.

Open article

Define your problem statement

What problem are you trying to solve? Make your problem as a How might we statement. It's will be the focus of your brainstorming.

5 minutes

PROBLEM

How might we provide a service to our customers and business with a user-friendly platform to create a strong identity, including a brand name, logo, and social media, to help us attract a customer and generate revenue?

Key rules of brainstorming

To make a good idea, you should:

- 1. Stay on track
- 2. Stay focused
- 3. Stay organized
- 4. Stay on time
- 5. Stay on topic
- 6. Stay on point
- 7. Stay on target
- 8. Stay on track

Brainstorm

Make your ideas as clear as possible. It will address your problem statement.

10 minutes

Godwin N

Create an all-in-one branding solution that offers 500+ for generating brand name suggestions, selling via custom brand emails, and designing logos.

Develop an AI-powered tool that suggests brand names based on product descriptions and industry trends.

Dhanush Ben B

Develop branding kits that include a brand name, logo, social media, and custom brand emails, and design logos.

Develop a branding kit that includes a brand name, logo, social media, and custom brand emails, and design logos.

Aravind TM

Create a virtual workshop where a team of experts and professionals can collaborate with experts to brainstorm brand names, logo, and social media, and design logos together.

Offer a step-by-step guide and best practices.

Devastarwin J

Create an online resource hub that provides articles, guides, and videos to help users on how to choose a brand name, use social media, and design logos effectively.

Users can hire professionals to create their brand identity.

Biju B

The platform could streamline the process and provide pre-designed templates for logos.

The platform could streamline the process and provide pre-designed templates for logos.

Need some inspiration?

Check out our new content on our website.

Brainstorm

Need some inspiration?

Check out our new content on our website.

Brainstorm

3

Group ideas

Take 5 min sharing your ideas with a partner or a small group. Write on sticky notes ideas you like. Group ideas into clusters. Use the sticky notes to move ideas around. Use the sticky notes to move ideas around. Use the sticky notes to move ideas around.

20 minutes

Integrated Branding Platform

Create an all-in-one branding platform.

Offer pre-designed templates for logos.

Streamline the process of generating brand names, setting up custom brand emails, and designing logos.

Branding Consultants Marketplace

Establish a marketplace for branding consultants and designers.

Collaborate with experts to brainstorm brand names, set up emails, and design logos.

Allow users to hire professionals for brand identity creation.

AI-Driven Branding

Automate the branding process using artificial intelligence.

Educational Resources

Offer best practices and educational content.

Develop an AI-powered tool for suggesting brand names.

Generate email addresses and logo designs based on the selected brand name.

Create an online resource hub with articles, guides, and tutorials.

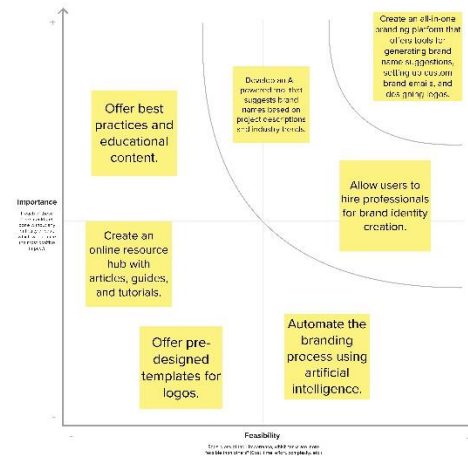
Provide step-by-step instructions on choosing brand names, setting up domain emails, and designing logos.

4

Prioritize

Use the matrix to prioritize ideas based on their importance and feasibility. Move ideas into the top-left quadrant (high importance, low feasibility) for high priority.

20 minutes



5

After you collaborate

You can export the final ideas to a PDF or share with stakeholders of your company. You can find it helpful.

Quick actions

Share the final ideas to a PDF or share with stakeholders of your company.

Export the final ideas to a PDF or share with stakeholders of your company.

Keep moving forward

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.

Design the branding process and generate the final ideas.