

Ideation Phase

Brainstorm & Idea Prioritization

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Project Name: CRM Application for Jewel Management
(admin)

Brainstorm & Idea Prioritization:

Brainstorming and idea prioritization are essential steps in problem-solving and decision-making. Brainstorming involves generating a wide range of ideas without judgment, encouraging creativity and innovation. It allows individuals or teams to explore different possibilities, think outside the box, and come up with unique solutions. Once a list of ideas is created, the next step is idea prioritization, which helps determine which ideas are the most valuable and should be pursued first. Prioritization is typically based on factors such as urgency, impact, feasibility, and available resources. By organizing and ranking ideas, individuals can focus their efforts on the most effective and achievable solutions, ensuring efficient use of time and energy. Together, brainstorming and prioritization create a structured approach to turning ideas into actionable plans.

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

Template



Brainstorm & idea prioritization

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.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-5 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.

10 minutes

➔

Team gathering

Define who should participate in the session and decide on the relevant information or prework ahead.

➔

Set the goal

Take 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.

Open article

➔

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.

5 minutes

➔

Problem

we want to find out the reason why our television set sales have gone down in the past three Quarters.

➔

Key rules of brainstorming

To run an effective and productive session

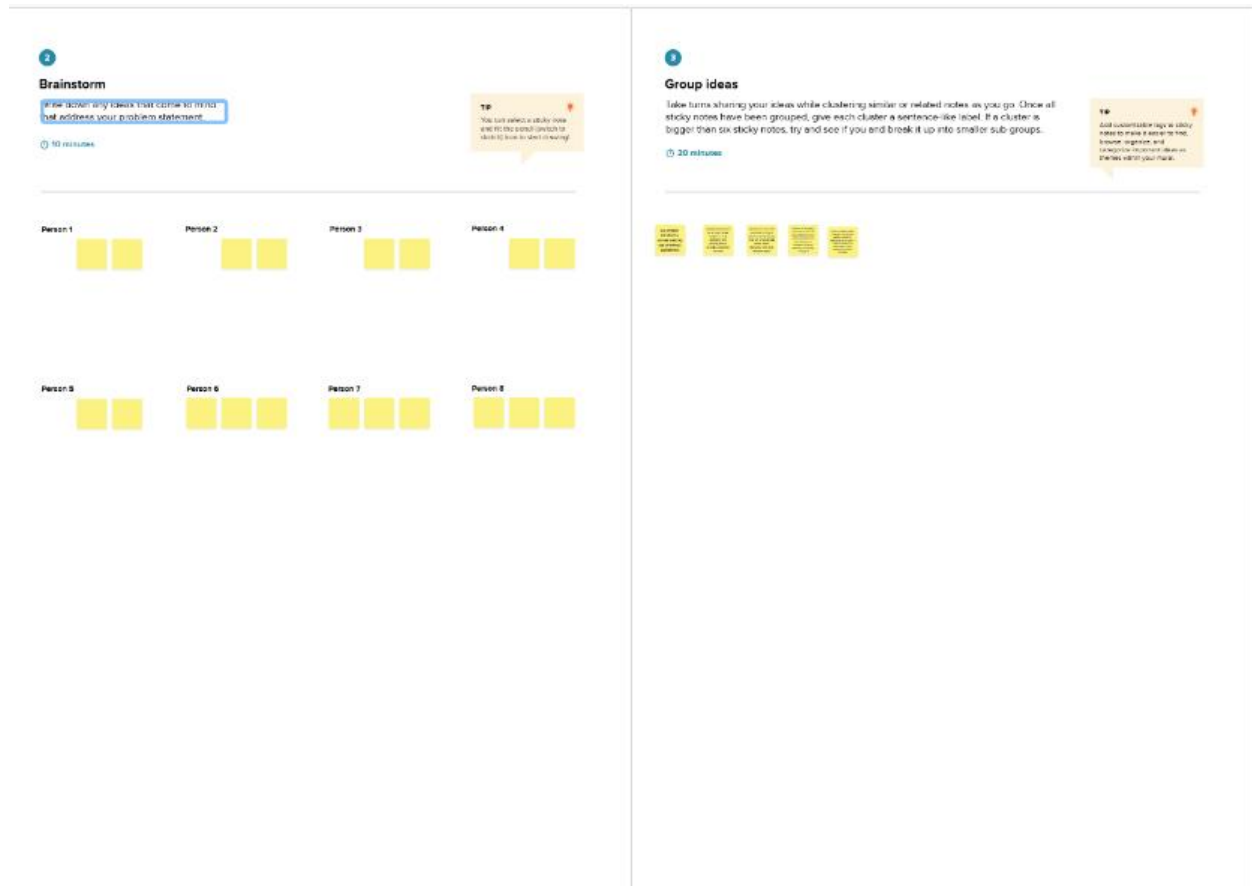
- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Brainstorming and idea prioritization play a crucial role in problem-solving and decision-making. The process begins with team gathering and collaboration, where individuals from diverse backgrounds come together to share their perspectives. Effective collaboration ensures an open exchange of ideas, encouraging creativity and innovation. During this phase, structured discussions, brainstorming sessions, and mind mapping techniques help

teams explore potential solutions. Active participation from all members is essential to foster a productive environment.

Once ideas have been generated, the next step is selecting the problem statement. A well-defined problem statement serves as a foundation for developing effective solutions. It should be clear, specific, and actionable. To achieve this, teams must first understand the context of the problem by identifying key pain points and challenges. Gathering input from team members allows for a more refined understanding of the issue. A useful approach to framing the problem is using "How might we...?" questions, which encourage solution-oriented thinking. By defining the problem precisely, teams can ensure that their brainstorming efforts are directed toward meaningful and impactful solutions.

Step-2: Brainstorm, Idea Listing and Grouping:



Brainstorming, idea listing, and grouping are essential steps in the creative process that help in organizing thoughts and generating innovative solutions. Brainstorming involves the free flow of ideas without immediate evaluation, allowing for the exploration of multiple possibilities. It encourages creativity, teamwork, and the expression of diverse perspectives. Once ideas are gathered, they are listed systematically to ensure clarity and comprehensiveness. This listing phase helps in identifying key points and eliminating redundant or irrelevant concepts. The final step is grouping, where similar ideas are categorized based on their relevance, theme, or function. This step enhances organization, making it easier to analyze and develop structured solutions. By following this approach, individuals or

teams can effectively tackle problems, develop strategic plans, and foster innovation in various fields.

Step-3: Idea Prioritization:

Idea prioritization is the process of evaluating and ranking ideas based on their feasibility, impact, and alignment with goals. After brainstorming and organizing ideas, prioritization helps in determining which concepts should be implemented first. This step ensures that the most valuable and practical ideas receive attention and resources. Prioritization can be done using various methods, such as scoring models, decision matrices, or voting techniques. Factors like cost, time, resources, and potential benefits are considered while ranking ideas. By systematically prioritizing ideas, individuals and teams can focus on high-impact solutions, optimize decision-making, and achieve better results efficiently.

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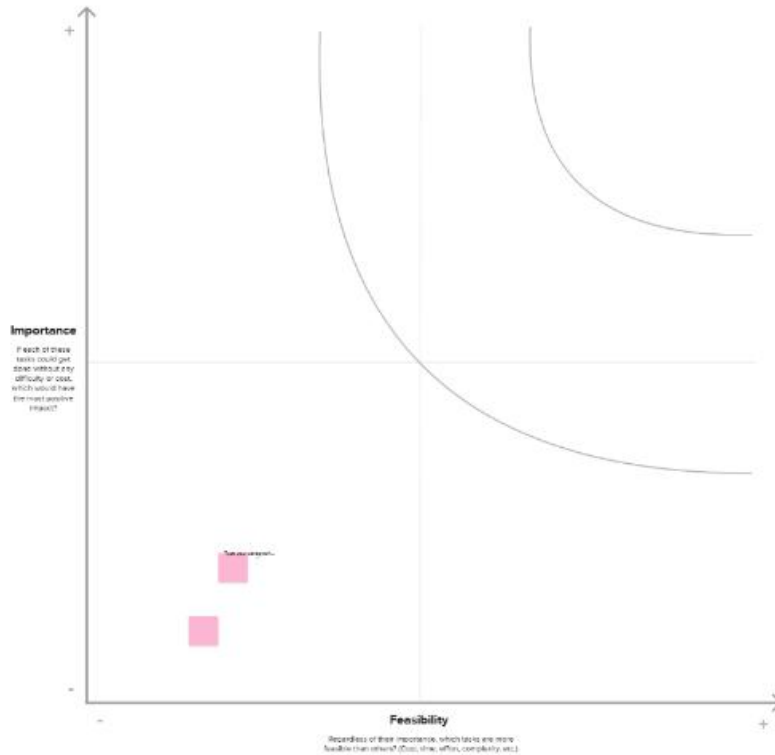
Prioritize

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

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the user pointer tooling the **H** key on the keyboard.



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 additions

- 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 in 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, motivations, 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 →](#)