

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID53843
Project Name	DATA ANALYTICS FOR DHL LOGISTICS FACILITIES
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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.

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.

Brainstorming is a method of generating ideas and sharing knowledge to solve a particular commercial or technical problem, in which participants are encouraged to think without interruption. Brainstorming is a group activity where each participant shares their ideas as soon as they come to mind. At the conclusion of the session, ideas are categorised and ranked for follow-on action.


To ensure a productive session and one to which all present contribute, there are several brainstorming 'rules' -

- ❖ Encourage novel and innovative ideas, however odd they may first appear
- ❖ The quantity of ideas is more important than quality, so while ideas are shared with the group they are not discussed or criticised in detail; this is reserved for a later stage
- ❖ Build on the ideas put forward by others
- ❖ Every person and every idea has equal worth
- ❖ Each idea generated belongs to the group rather than the individual who thought of it

When planning a brainstorming session it is important to define clearly the topic to be addressed. A topic which is too specific can constrict thinking, while an ill-defined topic will not generate enough directly applicable ideas. The composition of the brainstorming group is important too. It should include people linked directly with the subject as well as those who can contribute novel and unexpected ideas. It can comprise staff from inside or outside the organisation.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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



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.

- 15 minutes to prepare
- 1 hour 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.

10 minutes

1

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3

Learn how to use the facilitation tools

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

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1 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

How might we (your problem statement)?

4

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2
Brainstorm
Write down any ideas that come to mind that address your problem statement.
⌚ 10 minutes

Tip
You can collect a sticky note around the central problem statement to brainstorm.

After:    

Person 1:    

3
Group Ideas
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence like below. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.
⌚ 10 minutes

Person 4

Tip
Keep clusters smaller than six sticky notes to make clustering, naming, organizing and prioritizing more efficient. If necessary, break your notes.

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

