

IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION TEMPLATE

Assignment Date	13 October 2022
Team ID	PNT2022TMID34565
Project Name	Project – Skill/Job Recommender Application
Maximum Marks	2 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.



Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

- 5 minutes to prepare
- 30-60 minutes to collaborate
- 3-6 people recommended



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4

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.

5 minutes

4

Choose your best "How Might We?" Questions
Create 5-10 questions before the activity to prepare them to the team.

4

Set the stage for creativity and inclusivity
Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, openness, and creativity.

1. **Encourage wild ideas** (Force the ideas round a bit ridiculous, then you are filtering yourself from reality)
2. **Defer judgement** (This can be as direct as "hold on to that idea as a possibility for now or later" or "let's hold on to that idea as a possibility for now or later")
3. **Build on the ideas of others** ("I want to build on that idea" or "I like that idea, and...")
4. **Stay focused on the topic at hand**
5. **Have one conversation at a time**
6. **Be visual** (Draw and/or gesture to show ideas, whenever possible)
7. **Go for quantity**

4

Interested in learning more?
Check out the Meta Think Hub website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

Open the website →

1

Choose your best "How Might We?" Questions

Share the top 5 brainstorm questions that you created and let the group determine which to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

10 minutes

QUESTION

How might we... (start problem statement here)?

QUESTION

How might we... (start problem statement here)?

QUESTION

How might we... (start problem statement here)?

QUESTION

How might we... (start problem statement here)?

QUESTION

How might we... (start problem statement here)?

2

Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. The "brainstorming" avoids groupthink and creates an inclusive environment for novices and veterans alike. Set a time limit. Encourage people to go for quantity.

15 minutes

kanban	browser	notepad	stitch
idea 1	idea 1	idea 1	idea 1
idea 2	idea 2	idea 2	idea 2
idea 3	idea 3	idea 3	idea 3
idea 4	idea 4	idea 4	idea 4
idea 5	idea 5	idea 5	idea 5
idea 6	idea 6	idea 6	idea 6
idea 7	idea 7	idea 7	idea 7
idea 8	idea 8	idea 8	idea 8
idea 9	idea 9	idea 9	idea 9
idea 10	idea 10	idea 10	idea 10

3

Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." build on the ideas of other people along the way.

15 minutes

10

No one will be taking notes or taking notes on the template.

4

Decide your focus

Give each person two cards to vote which idea should your team focus on.

5 minutes

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

5

After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick actions

- Center related ideas**
Look for patterns or similarities in the generated ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.
- Vote on the most promising ideas**
Have your team to only the strongest few ideas by holding a Voting Session. Give each person 2 votes.

Keep moving forward

- 2x2 Prioritization matrix**
Build shared understanding and make collective decisions to move ideas forward.
[Open the template →](#)
- Storyboarding**
Show existing and/or future customer experiences through the act of sketching.
[Open the template →](#)
- Post-mortem**
Harvest the collective experience and wisdom of the team, before the project starts.
[Open the template →](#)

Open template feedback



Need some inspiration?

See a handful of ideas from the template's history page.

Open example →

