

IDEATION PHASE

Brainstorm & Idea Prioritization Template

Date	14 th march 2023
Team ID	NM2023TMID22089
Project Name	Project –predicting personal loan approval
Maximum marks	5 marks

Brainstorm & Idea Prioritization Template:

under this activity our team members have gathered and discussed various ideas to solve our project problems, each member contributed 6 to 10 ideas.

After gathering all ideas we have assessed the impact and feasibility of each point.

Finally we have assigned the project, for each point based on these impact values.

Reference:

<https://app.mural.co/t/predictingpersonalloanapprov9493/m/predictingpersonalloanapprov9493/1678995297379/b9507bdd48bf73cfb9f9c296f96fddc9841498a2?sender=ue89dd34aa61fa5a924e05176>

step-1: Team gathering, collaboration and select the problem statement



Brainstorm & idea prioritization

Use this template to brainstorm
brainstorming topics so you can
prioritize their importance and
start drawing concepts over if you're
not doing it the same way.

- 1. Brainstorming
- 2. Brainstorming
- 3. Brainstorming

Brainstorming for 100%



Use this
template
to brainstorm
and prioritize
your ideas.



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

A

Team gathering

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

B

Set the goal

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

C

Learn how to use the facilitation tools

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

[Open article](#) 

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
[Predicting personal loan
approval using machine
learning?]



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:brainstrom,idea listing and grouping

[illegible]

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



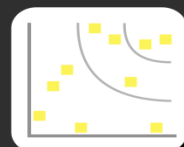
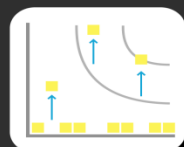
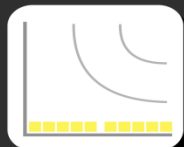
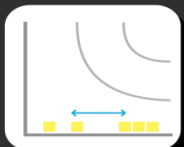
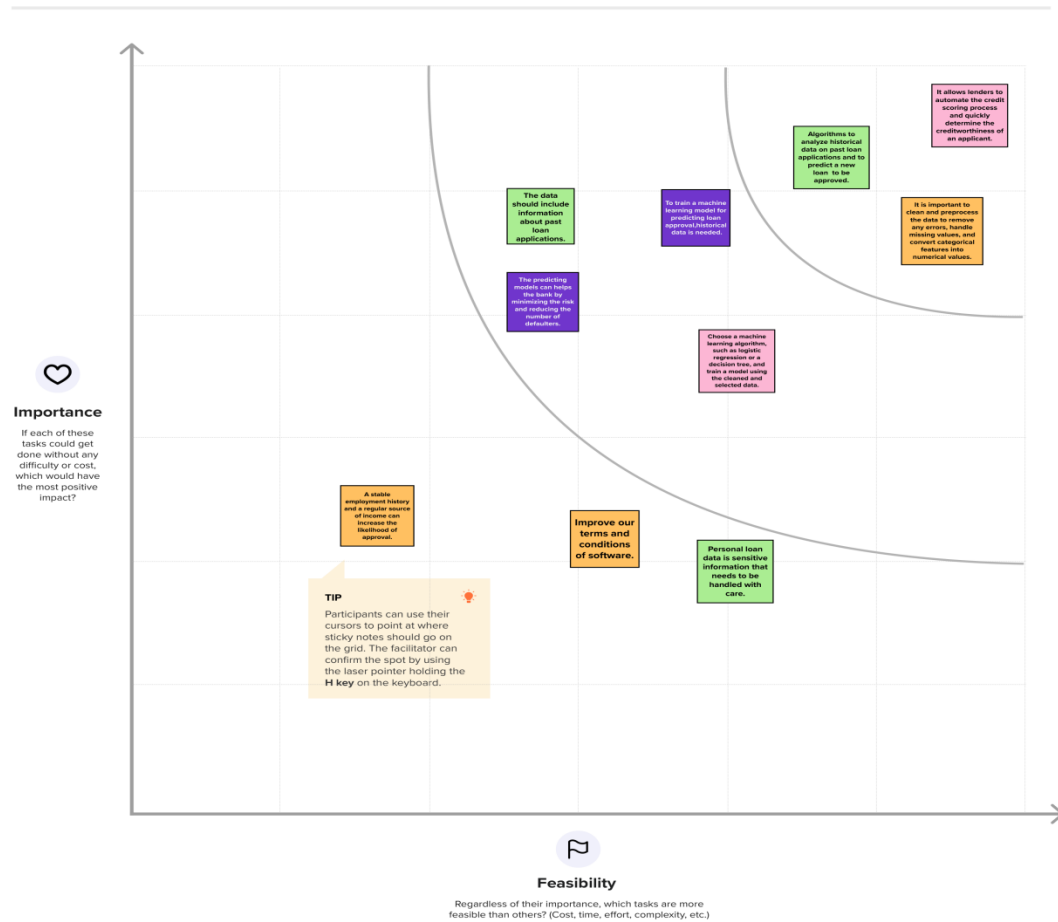
Step-3:Idea prioritization

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





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

A

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

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 →](#)

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