

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	03 November 2023
Team ID	NM2023TMID02371
Project Name	Creating Social media Ad Campaign in Facebook

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.



Brainstorm & idea prioritization

Use this template to plan that brainstorming session in your team and assess their suggestions and distribute your results with Flycrite and sticky notes in the same room.

- 5 minutes (10:00)
- 10 minutes (10:10)
- 15 minutes (10:20)

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Before you brainstorm

Write down questions that every group will be asked to answer. Prepare your questions in advance.

10 minutes

1. Brainstorming

Write down all ideas that come into your mind. Do not think about whether an idea is good or bad. Just write it down.

2. Brainstorming

Write down all ideas that come into your mind. Do not think about whether an idea is good or bad. Just write it down.

3. Brainstorming

Write down all ideas that come into your mind. Do not think about whether an idea is good or bad. Just write it down.

10 minutes

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- Flycrite
- Brainstorming
- Brainstorming
- Brainstorming
- Brainstorming
- Brainstorming

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10 minutes

Project	Project	Project	Project
Project	Project	Project	Project
Project	Project	Project	Project

Project	Project	Project	Project
Project	Project	Project	Project
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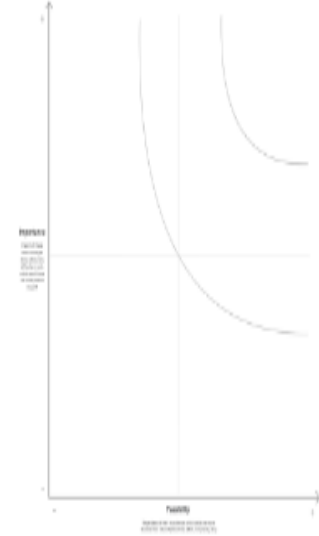
10 minutes

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- Flycrite
- Brainstorming
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- Brainstorming

