

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	02 Nov 2023
Team ID	2DE609BEACAAFDA93DC492429FF2BCB3
Project Name	Pizza Delivery App

Brainstorm & Idea Prioritization Template:

Creating a pizza delivery app is an exciting endeavor that requires a thoughtful approach to design and functionality. The app's user interface should be user-friendly, offering intuitive navigation, user profiles, and easy registration. The menu display should showcase appetizing images and provide comprehensive details on each pizza, allowing customers to customize their orders. Ordering should be seamless, with real-time pricing and integrated payment options. Location-based features are crucial, with geolocation and delivery estimates. Order tracking, loyalty programs, and customer reviews enhance the user experience. Multiple payment options, customer support, and integration with local restaurants are key components

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.

- 10 minutes to prepare
- 1 hour to collaborate
- 3-8 people recommended

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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 this session and send an invite. Share relevant information in advance with them.

B. Set the goal
Think about the problem you're 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](#)



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

A local business owner wants to improve a drive presence and attract more customers but they are facing more challenges.



Key rules of brainstorming

To run an unstructured product review session

- Stay on topic.
- Encourage wild ideas.
- Defer judgment.
- Let everyone's ideas flow.
- Go for volume.
- One idea at a time.

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 turn it into a sticky note if it's not too big. Use the "pin" icon to stick it to the wall or a board.

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

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 a sticky note, try and see if you can break it up into smaller sub-groups.

20 minutes

Tip

Stick your ideas on a board or wall. Use the "pin" icon to stick it to the wall or a board. Use the "erase" icon to erase it. Use the "copy" icon to copy it. Use the "delete" icon to delete it.

Post updates, offers, events, and news about your business. Regular posts keep your profile active and engaging for potential customers.

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.

🕒 30 minutes

Importance

Feasibility

Each idea should sit above the diagonal line without any other ideas below it.

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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