

**Ideation Phase**  
**Brainstorm & Idea Prioritization Template**

Date	17 October 2023
Team ID	NM2023TMID07493
Project Name	Empowering The Future: A Literacy Rate Analysis For A Better Future Tomorrow
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.




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


Template




### 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  
 2-8 people recommended


 Share template feedback





#### 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

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

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


**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**  
How might we (your problem statement)?





#### 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

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### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

#### TIP



You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### Person 1

Community Literacy Workshops	Teacher Training Programs	Digital Literacy Workshops
Partnerships with Schools	Online Learning Platforms	Parent-Child Reading Sessions
Accessible Materials for Disabilities	Reading Buddies Program	E-books and Audiobooks

#### Person 2

E-books and Audiobooks	Digital Literacy Workshops	Parental Education Workshop
AI-Powered Personalized Learning	Mobile Learning Apps	Global Literacy Exchanges
Literacy Equity Initiatives	Teacher Training Programs	Online Literacy Platforms

#### Person 3

Online Literacy Platforms	Mobile Learning Apps	Community Libraries
Teacher Training Programs	Digital Literacy Workshops	E-books and Audiobooks
Incentives and Rewards	Sustainable Funding Models	Global Collaboration

#### Person 4

Global Literacy Exchanges	Incentive Programs	Long-term Impact Assessment
Adult Literacy Programs	E-books and Audiobooks	Digital Literacy Workshops
Teacher Training Programs	Long-term Impact Assessment	Online Literacy Platforms

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### 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.

Online  
Literacy  
Platforms

Digital  
Literacy  
Workshops

Teacher  
Training  
Programs

E-books and  
Audiobooks

### Step-3: Idea Prioritization

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#### 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

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

