

# Ideation Phase

## Brainstorm & Idea Prioritization Template

### 1 Define your problem statement

What problem are you trying to solve? Frame your problem as a how might this statement. This will be the focus of your brainstorm.

15 minutes

Question

How might we make your problem statement?

Key rules of brainstorming

To get the most out of your session:

- Start to stop
- Encourage wild ideas
- Leave no idea
- Defer judgement
- Quantity over quality

### 2 Brainstorm

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

15 minutes

Brainstorm 1

|   |   |   |   |
|---|---|---|---|
| 1. How might we make your problem statement?  | 2. How might we make your problem statement?  | 3. How might we make your problem statement?  | 4. How might we make your problem statement?  |
| 5. How might we make your problem statement?  | 6. How might we make your problem statement?  | 7. How might we make your problem statement?  | 8. How might we make your problem statement?  |
| 9. How might we make your problem statement?  | 10. How might we make your problem statement? | 11. How might we make your problem statement? | 12. How might we make your problem statement? |
| 13. How might we make your problem statement? | 14. How might we make your problem statement? | 15. How might we make your problem statement? | 16. How might we make your problem statement? |
| 17. How might we make your problem statement? | 18. How might we make your problem statement? | 19. How might we make your problem statement? | 20. How might we make your problem statement? |

Brainstorm 2

|   |   |   |   |
|---|---|---|---|
| 21. How might we make your problem statement? | 22. How might we make your problem statement? | 23. How might we make your problem statement? | 24. How might we make your problem statement? |
| 25. How might we make your problem statement? | 26. How might we make your problem statement? | 27. How might we make your problem statement? | 28. How might we make your problem statement? |
| 29. How might we make your problem statement? | 30. How might we make your problem statement? | 31. How might we make your problem statement? | 32. How might we make your problem statement? |
| 33. How might we make your problem statement? | 34. How might we make your problem statement? | 35. How might we make your problem statement? | 36. How might we make your problem statement? |
| 37. How might we make your problem statement? | 38. How might we make your problem statement? | 39. How might we make your problem statement? | 40. How might we make your problem statement? |

Brainstorm 3

|   |   |   |   |
|---|---|---|---|
| 41. How might we make your problem statement? | 42. How might we make your problem statement? | 43. How might we make your problem statement? | 44. How might we make your problem statement? |
| 45. How might we make your problem statement? | 46. How might we make your problem statement? | 47. How might we make your problem statement? | 48. How might we make your problem statement? |
| 49. How might we make your problem statement? | 50. How might we make your problem statement? | 51. How might we make your problem statement? | 52. How might we make your problem statement? |
| 53. How might we make your problem statement? | 54. How might we make your problem statement? | 55. How might we make your problem statement? | 56. How might we make your problem statement? |
| 57. How might we make your problem statement? | 58. How might we make your problem statement? | 59. How might we make your problem statement? | 60. How might we make your problem statement? |

Brainstorm 4

|   |   |   |   |
|---|---|---|---|
| 61. How might we make your problem statement? | 62. How might we make your problem statement? | 63. How might we make your problem statement? | 64. How might we make your problem statement? |
| 65. How might we make your problem statement? | 66. How might we make your problem statement? | 67. How might we make your problem statement? | 68. How might we make your problem statement? |
| 69. How might we make your problem statement? | 70. How might we make your problem statement? | 71. How might we make your problem statement? | 72. How might we make your problem statement? |
| 73. How might we make your problem statement? | 74. How might we make your problem statement? | 75. How might we make your problem statement? | 76. How might we make your problem statement? |
| 77. How might we make your problem statement? | 78. How might we make your problem statement? | 79. How might we make your problem statement? | 80. How might we make your problem statement? |

Brainstorm 5

|   |   |   |  |
|---|---|---|--|
| 81. How might we make your problem statement? | 82. How might we make your problem statement? | 83. How might we make your problem statement? | 84. How might we make your problem statement?  |
| 85. How might we make your problem statement? | 86. How might we make your problem statement? | 87. How might we make your problem statement? | 88. How might we make your problem statement?  |
| 89. How might we make your problem statement? | 90. How might we make your problem statement? | 91. How might we make your problem statement? | 92. How might we make your problem statement?  |
| 93. How might we make your problem statement? | 94. How might we make your problem statement? | 95. How might we make your problem statement? | 96. How might we make your problem statement?  |
| 97. How might we make your problem statement? | 98. How might we make your problem statement? | 99. How might we make your problem statement? | 100. How might we make your problem statement? |

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related ideas on groups. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than 10 sticky notes, try and see if you can break it up into smaller sub-groups.

10 minutes

By using regression, we can make the car more accurate.

Collect the information or details of car.

The data has to be tested before processed.

The regression model takes information to make the car more accurate.

Data's are trained before processed.

The results provided should be accurate.

### 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 less so.

10 minutes