

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 October 2023	
Project Name	How to create a reels design using	
	canva	

#### 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.

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



## Step-2: Brainstorm, Idea Listing and Grouping

# Problem Statement for Marketing

Brand launch is a very troublesome process in today's highly competitive business environment. Competition is fierce for almost every trade.



Companies need to align business plan with their marketing plan to operate in niche market



Marketing of product and services for small or medium enterprise has become crucial task for promotion of business



Nowadays customers are persuaded from several elements in terms of brand's logo, promotional messages

Effective marketing is need of the hour for convincing customers to use particular product or service because of its suitability over the competitors

## Step-3: Idea Prioritization

### STRENGTHS

What are you doing well? What sets you apart? What are your good qualities?



### WEAKNESSES

Where do you need to improve? Are resources adequate? What do others do better than you?



### IMPROVEMENT

What are your goals? Are demands shifting? How can it be improved?



### THREATS

What are the blockers you're facing? What are factors outside of your control?



Reference link:

[https://www.canva.com/design/DAFy0cQYmTY/U9tBaEM8ACwl9DGnN9OB0g/edit?](https://www.canva.com/design/DAFy0cQYmTY/U9tBaEM8ACwl9DGnN9OB0g/edit?utm_content=DAFy0cQYmTY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

[utm\\_content=DAFy0cQYmTY&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFy0cQYmTY/U9tBaEM8ACwl9DGnN9OB0g/edit?utm_content=DAFy0cQYmTY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

# 4 Point Mind Maps for Reels

