

Ideation Phase

Brainstorm & Idea Prioritization

Date	03 november 2023
Team ID	NM2023TMID08612
Project Name	Creating a social media ad campaign in facebook


Brainstorm & Idea Prioritization :

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

➔

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 the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be 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](#) ➔

1

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

Self-driving vehicles will revolutionize transportation, but they also pose challenges. How might we design self-driving vehicles that are safe, efficient, and easy to use?

This problem is that there is currently a lack of self-driving vehicles, and that existing ones have limitations, such as being expensive and requiring a lot of infrastructure. Therefore, there is a need to develop a self-driving vehicle that is affordable, easy to use, and can operate in a variety of environments. The goal is to design a self-driving vehicle that can operate in a variety of environments, including urban, suburban, and rural areas, and that can be used by a wide range of people, including the elderly and disabled.

Key rules of brainstorming

To run a smooth and productive session

⌚ Stay in topic.

💡 Encourage wild ideas.

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



Priyanka V

Incorporate motion sensors that adjust the lighting levels based on the presence of pedestrians, cyclists, and vehicles. This will help reduce energy consumption during low traffic periods.

PadmaPriya V

Use ambient light sensors that adjust the lighting levels based on the amount of natural light available. This will help ensure that the streetlights are not unnecessarily bright during daylight hours.

Shwetha K

Use temperature sensors to automatically adjust the brightness of the streetlights during different weather conditions. For example, during a foggy night, the lighting system can increase the brightness level, whereas, on a clear night, the lighting can be dimmed.

Udhaya G

Incorporate rain sensors that adjust the lighting levels based on the intensity of rain. This will help ensure that the streetlights are not too bright during a light drizzle or too dim during heavy rain.

Vishwaja S

Use snow sensors that adjust the lighting levels based on the amount of snowfall. This will help ensure that the streetlights are not too bright during a light snowfall or too dim during a heavy snowfall.

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 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.

Incorporate a smart control system that allows for remote management of the lighting system. This will help ensure that the lighting levels can be adjusted as per the weather conditions from a centralized location.

Use solar-powered streetlights that are capable of charging during the day and automatically adjusting their brightness levels based on the weather conditions. This will help reduce energy consumption and lower costs.

Step-3: Idea Prioritization

4

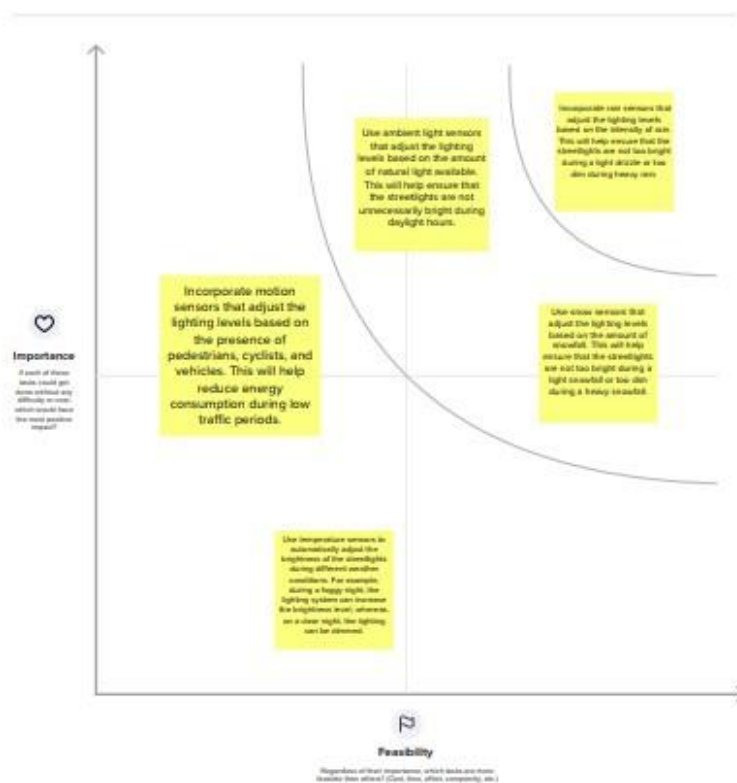
Prioritize

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 feasible.

20 minutes

TOP

Participants can use their current knowledge about which tasks should go on the grid. The facilitator can confirm the spot by using the laser pointer, holding the **OK** key on the keyboard.



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


Share the mural
Share a [share link](#) to the mural with stakeholders to bring them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to email, include in slides, or save to your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.

[Open this 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: +](#)

② 異なる種類のベクトル