

Ideation Phase

Brainstorm & Idea Prioritization


Date	19 September 2022
Team ID	PNT2022TMID25368
Project Name	Project – Plasma Donor Application
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



Brainstorm & idea prioritization

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10 minutes to prepare
1 hour to collaborate
3-8 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

- Team gathering**
Define who should participate in this 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 Supplement to set a happy and productive session.

Done private

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

How might we (your problem statement)?

2
Easy rules of brainstorming
To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping

2

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

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

Group ideas
Take turns sharing your ideas while clustering similar or related ideas as you go. In this last 20 minutes, 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

we need to know

Process

Different Ways

Awareness

Agencies and Organizations

Access Works

Database

Benefits

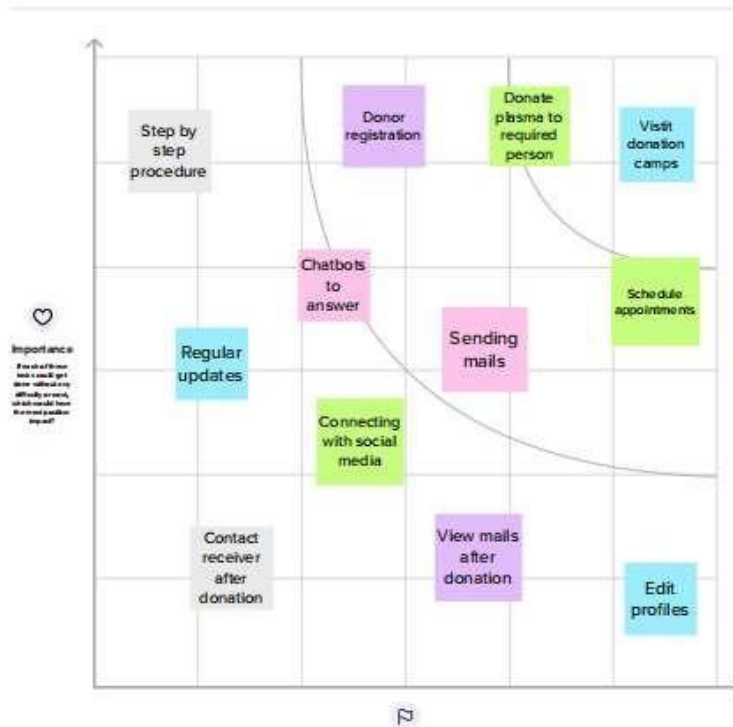
Step-3: Idea Prioritization



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



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

- 1. **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 2. **Export the mural**
Export a copy of the mural as PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- 1. **Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- 2. **Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- 3. **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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