

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	2 November 2023
Team ID	NM2023TMID10144
Project Name	How to create a brand promo 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.

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.



## 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

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### 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](#)



### Need some inspiration?

See a finished version  
of this template to  
kickstart your work.

[Open example](#)



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## 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

Jhumkas' earring brand, the primary challenge is to create a diverse range of culturally rich, yet modern designs that cater to a broad audience. The brand needs to fuse tradition with contemporary tastes, sourcing high-quality materials while keeping the offerings affordable. Additionally, establishing effective marketing strategies to reach a global market and differentiate 'Jhumkas' from competitors is essential to ensure a strong brand identity and market presence



### 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.

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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

**Diversity of Earring Styles:** Explore the vast array of earring designs and their cultural significance

**Material Exploration:** Investigate the use of various materials in earring production

**Fashion Trends and Earrings:** Analyze the correlation between fashion trends and earring styles

Person 2

**Historical Evolution:** Trace the historical evolution of earring styles and their symbolic representations

**Consumer Preferences:** Understand consumer preferences regarding earring types and designs

**Sustainability in Earring Production:** Investigate sustainable practices in earring manufacturing

Person 3

**Psychology of Wearing Earrings:** Study the psychological impact of wearing different earring styles

**Earrings in Different Cultures:** Explore the significance of earrings in different cultural contexts

**Technological Advancements:** Examine how technology has influenced earring design and production

Person 4

**Market Trends and Earrings:** Analyze market trends and the economic aspects of the earring industry

**Earrings in Art and Media:** Explore the representation of earrings in art, literature, and media

**Earrings and Social Signaling:** Investigate how earrings are used for social signaling and communication

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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.

#### Design and Trends:

Investigate the latest trends and designs in earrings, considering cultural influences, material innovation, and fashion movements

#### Material and Craftsmanship:

Explore the various materials used in earring production, such as metals, gemstones, or sustainable alternatives, and the craftsmanship techniques involved in creating different earring styles

#### Consumer Behavior and Market Dynamics:

Analyze consumer preferences, purchasing behavior, and market dynamics in the earring industry, focusing on online vs. in-store shopping, brand loyalty, and factors influencing buying decisions



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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.

