

Ideation Phase

Brainstorm & Idea Prioritization


Date	19 September 2022
Team ID	PNT2022TMID02226
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 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](#)

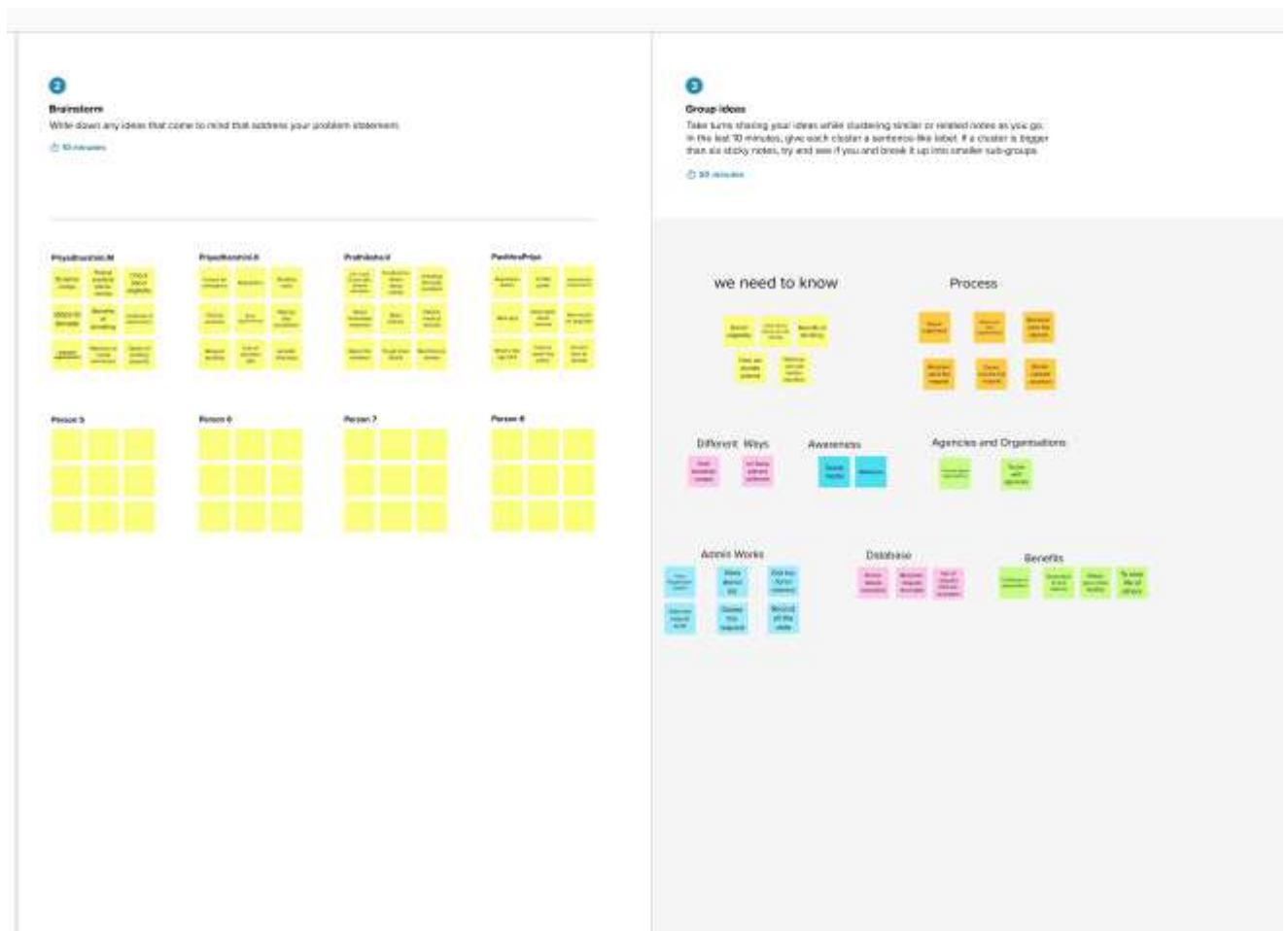
1 Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
🕒 5 minutes

Problem
How might we (your problem statement)?

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.

Step-3: Idea Prioritization

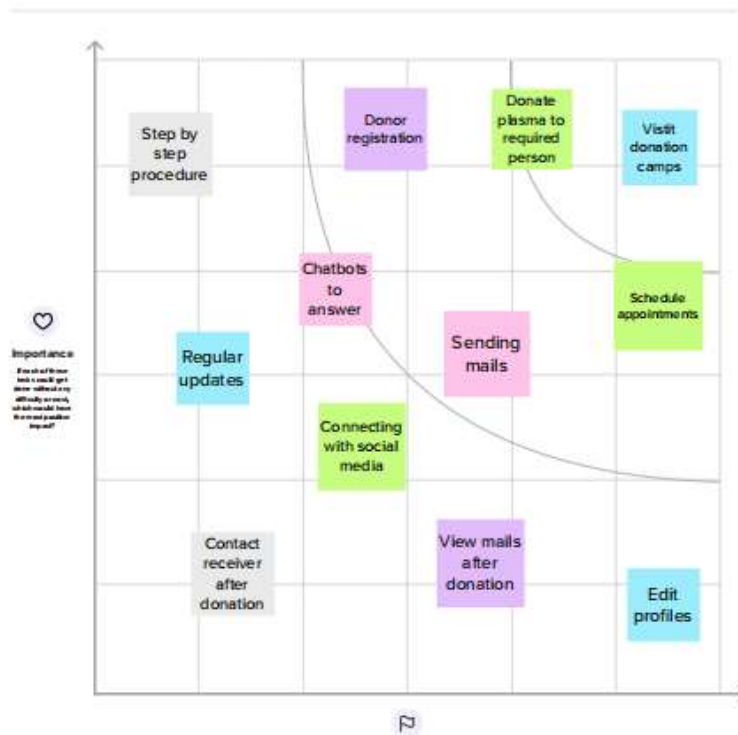




Prioritize

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

- Strategy Mapset**
Define the components of a new idea or strategy.
[Open the 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 →](#)

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