

Ideation Phase


Brainstorm & Idea Prioritization

Date	17 October 2022
Team ID	PNT2022TMID15667
Project Name	Corporate Employee Attrition Analytics
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.

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



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

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

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

➡ Stay in 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.

10 minutes

Tip

You can select a sticky note and set the point points to select, lock or delete it.

Dhanavel

1. Add a new feature to the app to allow users to share their progress with friends.

2. Add a new feature to the app to allow users to track their progress over time.

3. Add a new feature to the app to allow users to track their progress over time.

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Gokul Nishanth

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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 extra sticky notes to group notes to make it easier to find, organize, and manage them and, then as you are editing your mind.

Step-3: Idea Prioritization

3

Group ideas

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4

Prioritize

Your team should sit on the same page about what's important moving forward. Place your ideas on the grid so everyone sees what's important and what's feasible.

20 minutes

5

After you collaborate

You can export the results of your 'brainstorm' to a file or print them out. You can also share your results with others.

Quick actions

- Share the mind map
- Export the mind map

Keep moving forward

- Strategy blueprint
- Customer experience journey map
- Strategic, measurable, opportunities & threats