


IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION

Brainstorm & Idea Prioritization

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

➔

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

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

On e-commerce platforms, there are numerous choices available. An efficient recommendation system is required to sort, order and efficiently convey relevant product required for the customer.

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-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

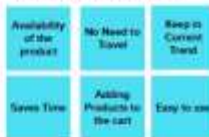
Write down any ideas that come to mind that address your problem statement.

15 minutes

TEAM LEAD - Prabakaran G



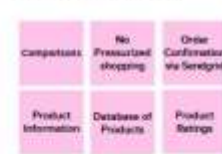
TEAM MEMBER 2 - Sanjay D



TEAM MEMBER 3 - Varun P



TEAM MEMBER 4 - Aakash K



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

USER INTERFACE



FEATURES



CHATBOT



SENDGRID



ADVANTAGES



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

