Ideation Phase
Brainstorm & Idea Prioritization Template

TEAM ID	PNT2022TMID38614
PROJECT NAME	Smart Fashion Recommender Application
MAXIMUM MARK	4 Mark

Stpt 1 :: Team Gathering , Collaboration and Select the Problem

Brainstorm
& idea prioritiz

Use this template in your own
brainstorming sessions so yo
can unleash their imagination
start shaping concepts even
not sitting in the same room.

- 🕐 **10 minutes** to prepare
- 🖥 **1 hour** to collaborate
- 👤 **2-8 people** recommended

Share template feedback

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 →

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

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.

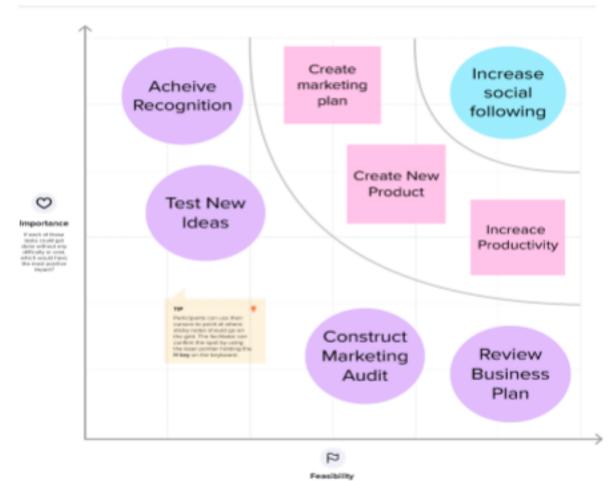**Step 2: Brainstorm ,Idea Listing and Grouping**

Step 3: Idea prioritization

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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