

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	19 September 2022
Team ID	PNT2022TMID16135
Project Name	Customer Care Registry
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

Template



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**
Do this when should participants in the session and send an invitation. Please be aware to send out an invitation 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 Facilitator's Guide to run a facilitation 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

How might we solve your problem statement?

Key rules of brainstorming

Let's make a list of 10 or more ideas.

- ⌚ Stay on topic
- 💡 Encourage wild ideas
- 👂 Defers judgment
- 👂 Listen to others
- 🗣️ Go for volume
- 👁️ If possible, do visual



Need some inspiration?

Get a fresh idea or a new perspective on your problem statement.

[Open resource](#)

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

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KAMALESHWARAN J

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SEBASTIAN JOHN PAUL A

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MICHAEL RAJA

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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 end break it up into smaller sub-groups.

20 minutes

CUSTOMER'S EXPECTATIONS

SECURITY

SERVICES

3 Group ideas

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20 minutes

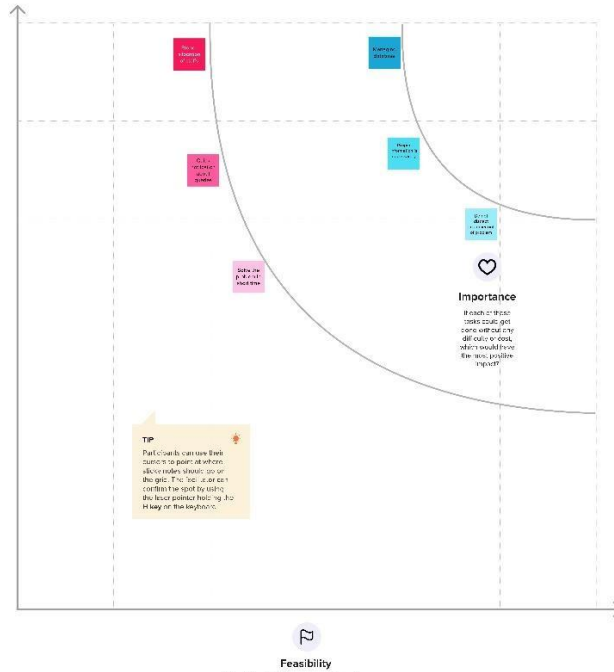
Step-3: Idea Prioritization

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



Feasibility

"Regardless of how important an idea is, it's not a good idea if it's not feasible." - Steve Jobs, Apple Computer, Inc.

5

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

A Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcome of the session.

B Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in a doc, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.

Open the template →

Customer experience journey map
Understand customer needs, expectations, 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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