



Ideation Phase

Brainstorm & Idea Prioritization

Brainstorm & Idea Prioritization:

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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1

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

2

Team gathering

Define who should participate in the session and send an invite. Share relevant information on pre-work ahead.

3

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

4

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

5

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 [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session:

- Stay in topic.
- Encourage wild ideas.
- Defer judgement.
- 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 hit the pencil icon to start drawing!

Person 1

Know the risks of natural waters

Read books, the top online posts

Wear a life jacket

Take additional precautions for medical conditions

Know what to do if you get into a swimming pool

Person 2

Check the life jacket is in the proper safe

Check your head with your head up

Be close with your eyes

Be aware of the length and width of the swimming pool

Person 3

Take additional precautions for medical conditions

Learn CPR skills which could save someone's life

Be aware of the length and width of the swimming pool

Person 4

Check the life jacket is in the proper safe

Take additional precautions for medical conditions

Be aware of the length and width of the swimming pool

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Learn basic swimming and water skills

body movement should be well coordinate

Step-3: Idea Prioritization

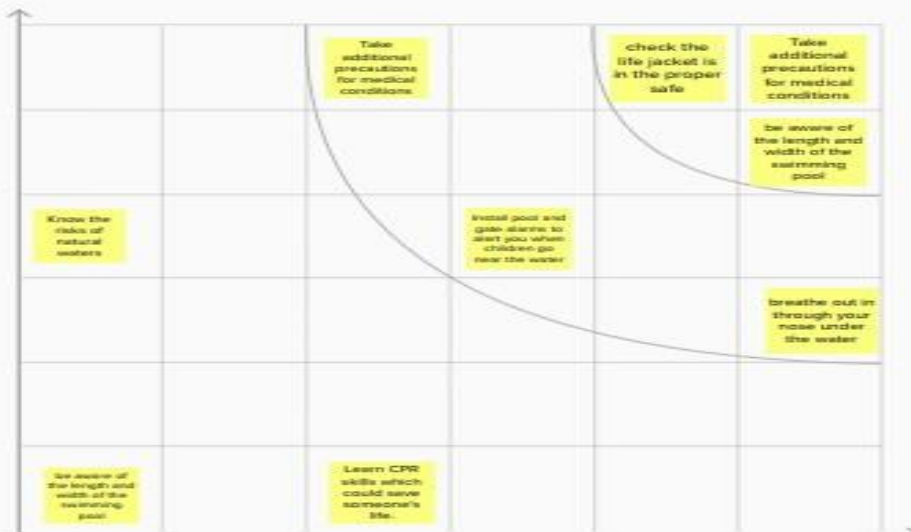
4

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

Importance
If aspects of ideas have multiple benefits, additional priority, difficulty or cost, mark them as important.



Feasibility
Regardless of how important an idea is, if it's difficult or costly to implement, it's less feasible.