

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	04 November 2022
Team ID	PNT2022TMID22590
Project Name	SMART FASHION RECOMMENDATION
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

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

**Conducting a brainstorm**

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorming sessions that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking off a new project and want to hit the ground running with big ideas that will move your team forward.

10 minutes to prepare  
 15-30 minutes to collaborate  
 2-3 people recommended

Created in partnership with

**Meta**

[Share template feedback](#)

**Before you collaborate**

A table set of preparation goes a long way with this creation. Here's what you need to do to get going.

10 minutes

**Choose your best "How Might We" Questions**

Choose 3-5 "How Might We" questions that you think will generate the most ideas.

**Set the stage for creativity and ideation**

Decide the brainstorming rules and set the stage of your brainstorming session. Try to encourage collaboration, openness, and creativity.

1. **Encourage wild ideas** (or none of the ideas could be a solution, then you can't find a solution)
2. **Defer judgement** (This can be as simple as having a "no" sign on the wall or a "no judgement" sign on the wall)
3. **Build on other ideas** (or ideas) (If you have a good idea, build on it. If you have a bad idea, build on it.)
4. **Stay focused on the topic at hand**
5. **Make one contribution at a time**
6. **Be visual** (If you have a good idea, draw it out. If you have a bad idea, draw it out.)
7. **Go for quantity**

**Interested in learning more?**

Check out the book [How to Brainstorm](#) for additional tips and tricks to make your brainstorming session more productive. It includes many more ideas for brainstorming.

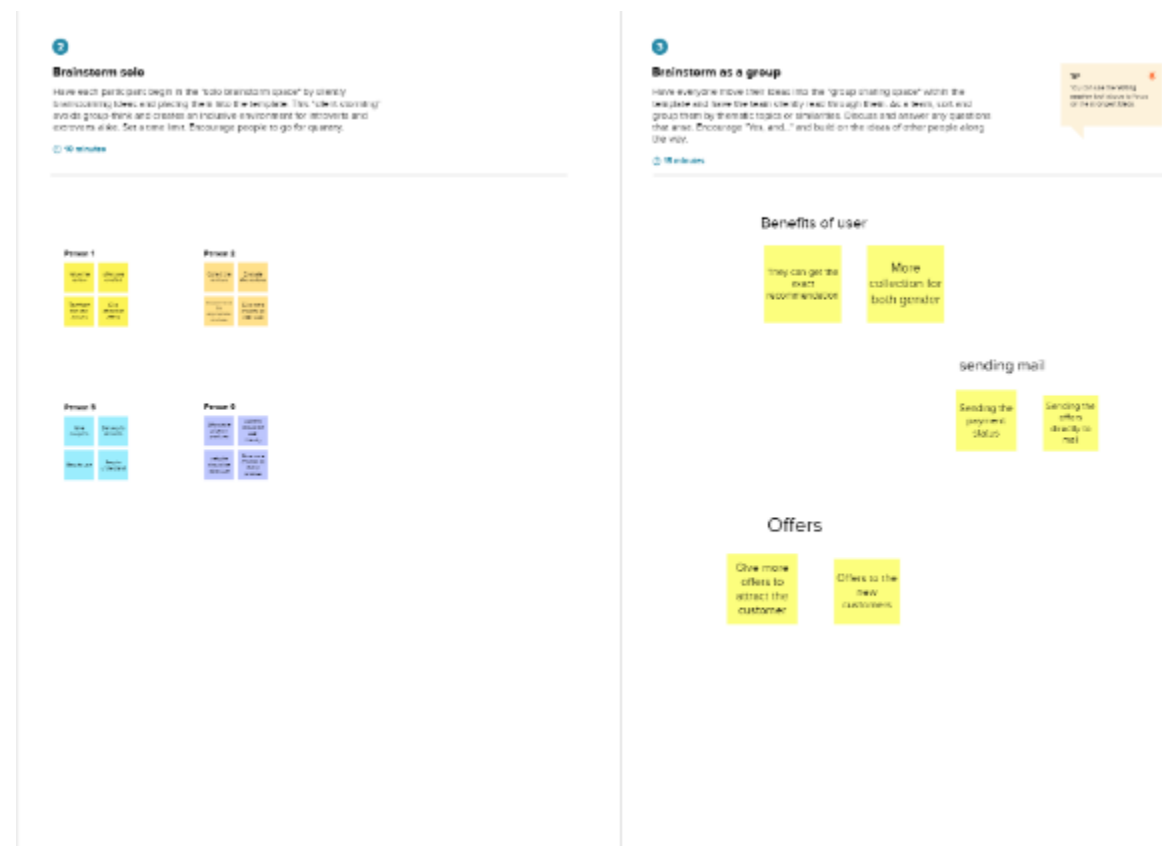
[Open the website](#)

**Choose your best "How Might We" Questions**

Choose one top 3 brainstorming questions that you created and let the group decide which one to focus on by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

10 minutes

## Step-2: Brainstorm, Idea Listing and Grouping



## 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

