

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

template




Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones 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.

⌚ 15 minutes to prepare
⌚ 30-60 minutes to collaborate
👤 3-8 people recommended

Created in partnership with



[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.

⌚ 15 minutes

A

Choose your best "How Might We" Questions
Create 5 HMW statements before the activity to propose them to the team.

B

Set the stage for creativity and inclusivity
Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.

1. **Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgement** (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. **Build on the ideas of others** ("I want to build on that idea" or the use of "yes, and...")
4. **Stay focused on the topic at hand**
5. **Have one conversation at a time**
6. **Be visual** (Draw and/or upload to show ideas, whenever possible.)
7. **Go for quantity**

C

Interested in learning more?
Check out the Meta Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.
[Open the website](#) ➔

1

Choose your best "How Might We" Questions

Share the top 5 brainstorm questions that you created and let the group determine where to begin 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

QUESTION

How might we... [insert problem statement here?]

QUESTION

How might we... [insert problem statement here?]

QUESTION

How might we... [insert problem statement here?]

QUESTION

How might we... [insert problem statement here?]

QUESTION

How might we... [insert problem statement here?]

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

10 minutes

Person 1

Identify the problem
Identify the solution
List ideas
List ideas

Person 2

Collect the ideas
Evaluate the ideas
Recommend the best idea
List ideas

Person 5

List ideas
Identify the problem
List ideas
List ideas

Person 6

Identify the problem
List ideas
List ideas
List ideas

3

Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

15 minutes

TIP
You can use the Meeting session tool above to focus on the strongest ideas.

Benefits of user

They can get the exact recommendation

More collection for both gender

sending mail

Sending the payment status

Sending the offers directly to mail

Offers

Give more offers to attract the customer

Offers to the new customers

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

