

Ideation Phase Brainstorm & Idea Prioritization Template

Date	3 rd November 2022
Team ID	PNT2022TMID12465
Project Name	Project - News Tracker Application
Maximum Marks	4 Marks

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

[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](#)

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

Problem

Sam likes to read news while on travel but without hassles of carrying hard copies

Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgments.
- Listen to others.
- Go for volume.
- If possible be visual.

2 Brainstorm

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

10 minutes

My sketch

Sketch notes

My sketch

Sketch notes

3 Group ideas

Team turns sharing your ideas while clustering similar or related ones 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 use Fyve and break it up into smaller sub-groups.

20 minutes

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
How much does this idea matter to you?
How much does this idea matter to others?

Feasibility
How easy is it to build this idea?
How easy is it to test this idea?



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



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

1. **Show the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, 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, motivations, 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](#)

[Share template feedback](#)