


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



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

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


How might we [your problem statement]?


**Key rules of brainstorming**


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 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

UmaMaheshwari.S

Avoid unwanted fertilizer

It allows farmers buy fertilizer to buy application itself

Easily identify the disease

Avoid unwanted chemical

Farmers can cultivate their crops without any hurdle

Usage of fertilizer in correct way

Usage period of fertilizer to be mentioned

Userfriendly

KavyaLexmi.S

Farmers may avoid soil pollution

It detects and suggest better solution

It also suggests the farming techniques to the farmers

Free recommendation for the farmers

Disease identification

Prior knowledge about the disease

Suggest the good fertilizers

Quality of fertilizers must be good

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 can break it up into smaller sub-groups.

⌚ 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, organize, organize, and categorize. Organize ideas as themes within your mural.

Suggest Farming techniques to the farmers

Farmers can easily identify the disease

Farmers can use correct fertilizers

Avoid financial loss

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 each of these ideas could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

How likely of each idea to be done, within today's resources, time, effort, capability, etc.

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm this spot by using the laser pointer holding the H key on the keyboard.

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

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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 →](#)

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