Ideation Phase Brainstorm & Idea Prioritization Template

Date	16 September 2022
Team ID	PNT2022TMID15814
Project Name	Personal Expense Tracker
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorm:

Brainstorming will help to develop new ideas, improve creative thinking and solve problems. It will withhold criticism and welcome all sorts of ideas within the team. While discussing this ideation process, it will encourage all club ideas to work with existing ideas, which will help to develop a high level of creative solutions.

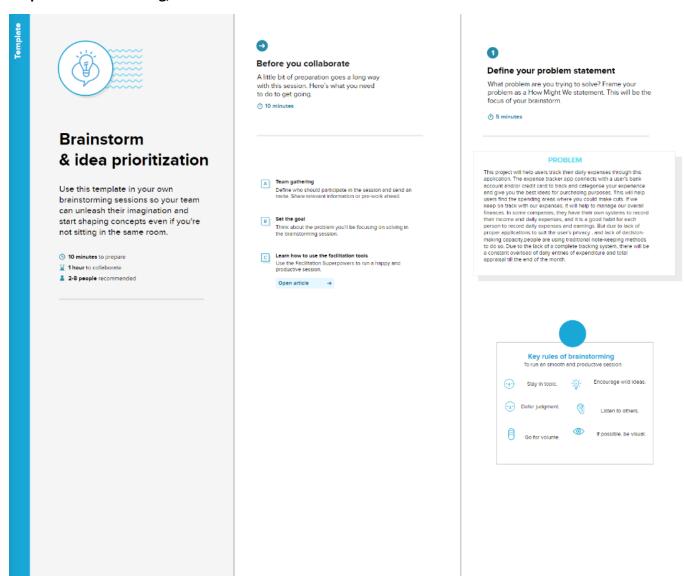
- It is often a standalone meeting based on a singular objective.
- used to generate new ideas.
- Good uses of a brainstorm include:
 - o Improving internal processes
 - o Creating innovative campaigns
 - Naming exercises
- It is often unstructured, with takeaways delineated at the end of the meeting.
- They often include homogenous teams.
- Time required: 1-2 hours.

Ideation:

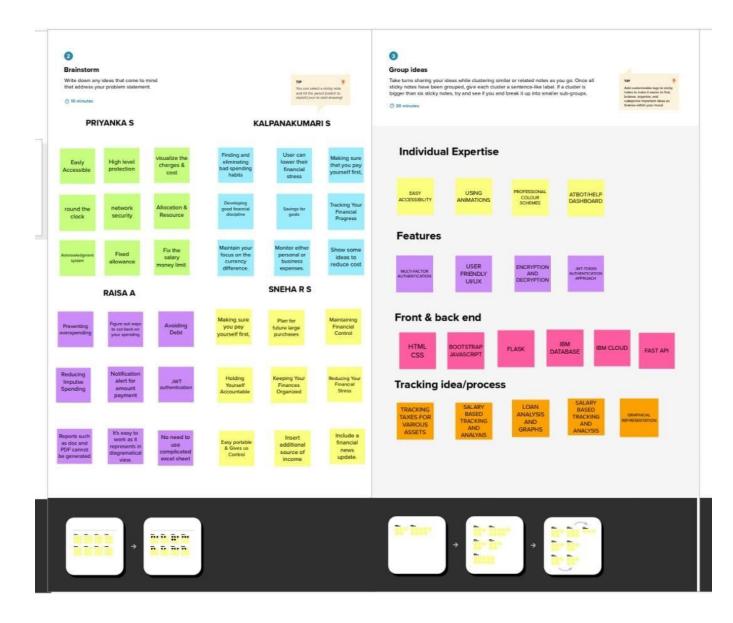
Use this template in your own ideation sessions so your team can use their imagination and start shaping concepts even if you're not sitting in the same room. Ideation often includes combining multiple ideas to create a new process or way of doing something.

- The third step in the design-thinking process is informed by gathered insights and defines challenges to solve.
- It is used to generate ideas and explore what surrounds those ideas, as well as assess themes and evaluate ideas.
- Good uses of an ideation session include
 - o Developing new product and service directions
 - o Exploring new business strategies and revenue streams
 - Finding new business angles
- highly structured with pre-work and post-session refinement.
- It also includes diverse perspectives and internal and external resources.

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



Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

