

## Ideation Phase

### Brainstorm & Idea Prioritization Template


Date	19 September 2022
Team ID	PNT2022TMID19425
Project Name	Project – SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions. 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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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



### 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

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information as 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.

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**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

Meera is a busy entrepreneur who needs 24/7 service for shopping in her free time.

Rohan is 60 years old and he needs to buy his clothes and home appliances through online. But he's not sure to buy things through online. He needs some guide to make his online shopping easier.

Karthik is a salesman who wants to know how being a sales for his ordered product to be shipped and delivered.

**Key rules of brainstorming**  
To run an smooth and productive session

🗣️ Stay on topic.      💡 Encourage wild ideas.

🚫 Don't judgement.      👂 Listen to others.

🗣️ Go for volume.      👁️ If possible, be visual.

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

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### Brainstorm

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

10 minutes

TIP

You can select a sticky note and fix the point (check its status) from the dashboard!

#### HERI HERZLS

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Chadwick provides 24/7 service for users.

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#### CONTHAMER

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### 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

Ask stakeholders to help in writing notes to make it easier to find, better organize, and integrate important ideas as they add their own.



## Step-3: Idea Prioritization



### 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.

🕒 30 minutes

