

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID19384
Project Name	Containment zone alerting 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.

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.

⌚ 15 minutes to prepare
⌚ 1 hour to collaborate
👥 2-8 people recommended

1 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 Facilitator Tools**
Use the Facilitator Superpowers to run a happy and productive session.

[Open article](#)

2 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

How might we [your problem statement]?

Key rules of brainstorming
To run as smooth and productive session

- Stay on topic.
- Defer judgments.
- Go for volume.
- Listen to others.
- 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

DARSHAN G.

Open with questions	Collaborate	Setting
Brainstorm	Physical space	Supportive feedback
Facilitator	Collaborate	People benefit

MOHANLAL S.

Problem	Self-help	Project
User	Self-help	Self-help
Self-help	Self-help	Self-help

JAYASHANKAR P.

Collaborate	Open space	No job
Collaborate	Open space	Collaborate
Collaborate	Open space	Collaborate

THIRYAGU G.

Self-help	Self-help	Self-help
Self-help	Self-help	Self-help
Self-help	Self-help	Self-help

3 Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence like label. If a cluster is bigger than 10 sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 10 minutes

Zone Identification

Finding the problem zone
Use the problem zone to identify the problem zone.

Notify on the problem zone
Use the problem zone to identify the problem zone.

Use Tracking
Use the problem zone to identify the problem zone.

Alert User

Containment Zone
Use the problem zone to identify the problem zone.

By Sending
Use the problem zone to identify the problem zone.

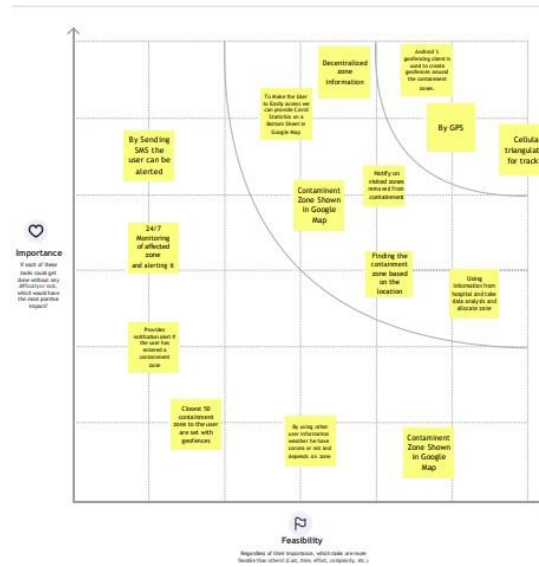
Step-3: Idea Prioritization



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



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 new 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 to 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](#)

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