

IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION


TEMPLATE

DATE	16 SEPTEMBER 2022
TEAM ID	PNT2022TMID45907
PROJECT NAME	SMART FASHION RECOMMENDER APPLICATION
MAXIMUM MARKS	4 MARKS

Brainstorm & Idea Prioritization Template:




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

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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

TIP
You can select a sticky note and hit the pencil (switch to edit) icon to start creating!

Sathishkumar

- Easy and simple installations and updates
- A clean user interface that's visually appealing
- operation that's efficient
- doesn't require additional software resources

Ramakrishnan

- Place your logo in the top left
- Accept online orders
- Accessible and adaptive
- Responsive and compatible design

Selvaganapathi

- Use information chunking
- use accessible language and tone
- Make intuitive user interface
- Take care of the security

Rajagopal

- Include your social media icons
- Make your logo easy to find.
- Make it easy to search your site
- Use Accessible language and Tone

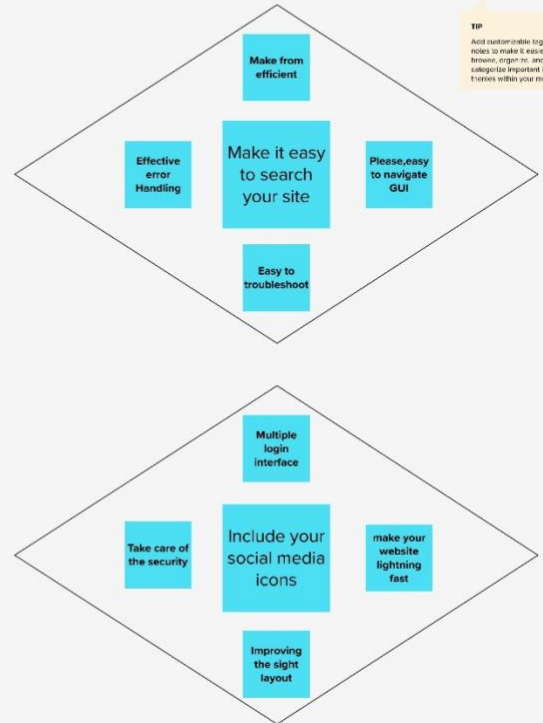
3

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 customisable tags to sticky notes to make it easier to find, browse, organise and categorise important ideas as themes within your mural.



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



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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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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