


Ideation Phase

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

During the COVID 19 crisis, the requirement of plasma became high and the donor count being low. Saving the donor information and helping the need by notifying the current donors would be a helping hand. In regard to the problem faced, an application is to be built which would take the donor details store it and inform them upon a request.

**Key rules of brainstorming**

To run an smooth and productive session

 Stay in topic.	 Encourage wild ideas.
 Defer judgment.	 Listen to others.
 Go for volume.	 If possible, be visual.

 **Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

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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

