


# Ideation Phase




## Brainstorm & Idea Prioritization Template


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

Smart Fashion recommender Application  
Coming up with an innovative solution for online shopping without using any search, through by developing a chatbot.

 5 minutes


PROBLEM


How might we [your problem statement]?





#### 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.

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 start drawing!

### Somesh

Trending cloth design

Offers and Discounts

cash on delivery

Shop with Assistant

### Siva satya

Easy pricing comparison

Online Tracing

Online Tracking

Easy to send gifts

### Sai Kiran

Saves time

home delivery

24X7 Shopping

ALL types of clothes

### Pavan

Free Shipping

Online Shopping Saves time

Product reviews

Travel Less

### Person 5



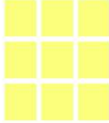
### Person 6



### Person 7



### Person 8



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 customizable tags to sticky notes to make it easier to find, organize, organize and categorize important ideas as you're taking your notes.

Somesh.

Reducing Complexity

Sai kiran

Improve accuracy of recommended Products

Siva satya

Chatbot to increase the productivity of website

Pavan

Try to keep simple and neat

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

