

**Ideation Phase**  
**Brainstorm & Idea Prioritization Template**

Date	19 September 2022
Team ID	PNT2022TMID14813
Project Name	Job/Skill Recommender
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.


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

Template



### Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

 15 minutes to prepare  
 30-60 minutes to collaborate  
 3-8 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.

 15 minutes

A

##### Choose your best "How Might We" Questions

Create 5 HMW statements before the activity to propose them to the team.

B

##### Set the stage for creativity and inclusivity

Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.

1. **Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgement** (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. **Build on the ideas of others** ("I want to build on that: idea" or the use of "yes, and...")
4. **Stay focused on the topic at hand**
5. **Have one conversation at a time**
6. **Be visual** (Draw and/or upload to show ideas, whenever possible.)
7. **Go for quantity**

C

##### Interested in learning more?

Check out the Meta Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

[Open the website](#) →

1

#### Define the 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.

 10 minutes

QUESTION

Based on what criteria should we recommend a person for a job?

QUESTION

How do we determine the skills needed for a particular job?



#### Need some inspiration?

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

[Open example](#) →



→

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

2

### Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

#### Aashik

Recommend job based on person's skills	Recommend job based on salary requirements	Recommend job based on location
Recommend job based on company's policies and reputation	conduct a survey about user skills and the scale and requirements of job	

#### Bharathi

Recommend job based on salary requirements	Recommend job based on customer reviews	Recommend job based on customer reviews and development & other considerations
Notify companies of skilled labour		

#### Dhanush

Recommend job based on year of experience	Job recommendation based on previously completed projects	Job recommendation based on project budgets
Recommend job based on resume	Recommend Job based on salary	

#### Balaji

Job recommendation based on where and for whom user is currently working	Recommend job based on skill set and interest	Recommend job based on user's previous job based on many aspects like salary, work environment etc.
Recommend job based on preferences		

3

## Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

🕒 15 minutes

### TIP

You can use the **Voting session** tool above to focus on the strongest ideas.

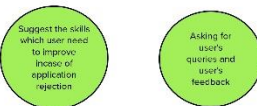
### Job Recommendation



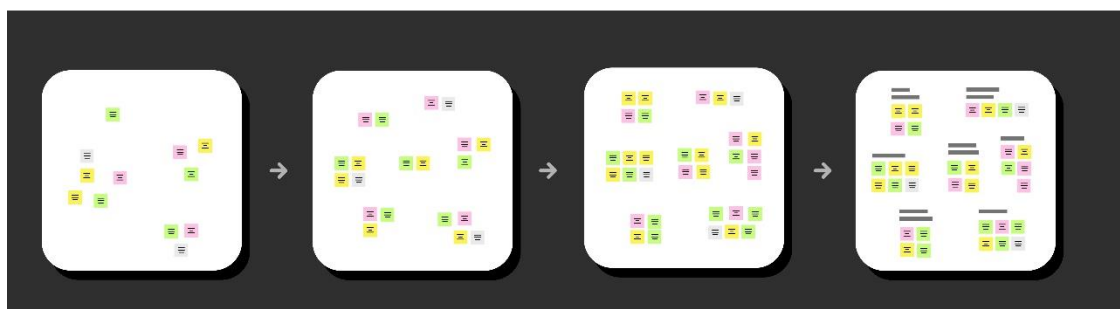
### Security



### Feedbacks



### Other Information



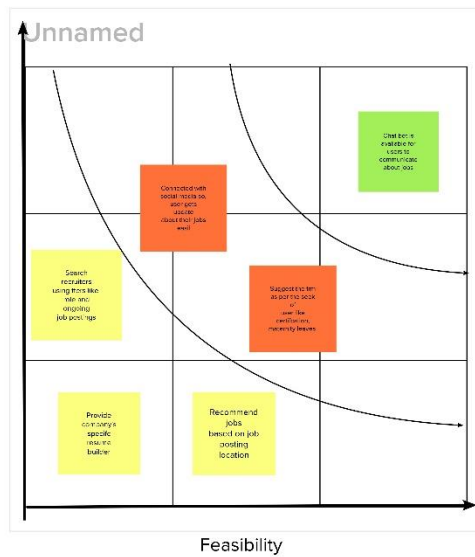
## Step-3: Idea Prioritization

4

### Decide your focus

Give each person two icons to vote which idea should your team focus on.

🕒 5 minutes



→

### After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

#### Quick add-ons

- A Cluster related ideas**  
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.
- B Vote on the most promising ideas**  
Narrow your focus to only the strongest few ideas by holding a **Voting Session**. Give each person 2 votes

#### Keep moving forward

- 2x2 Prioritization matrix**  
Build shared understanding and make collective decisions for moving ideas forward.  
[Open the template →](#)
- Storyboarding**  
Show existing and/or future consumer experiences through the act of sketching.  
[Open the template →](#)
- Pre-mortem**  
Harness the collective experience and wisdom of the team, before the project even starts.  
[Open the template →](#)

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