

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 Facilitator 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 became 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 contains the donor details and informs them upon request.

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.

 Need some inspiration?

 See a limited version of this template in action.

[Open example](#)

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 arrow (point to screen) icon to start drawing!

SANJAY K



MELWIN JONES J



LOKESWAR R R



MELVYN FRANCIS



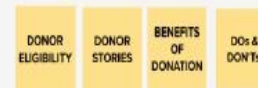
3

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

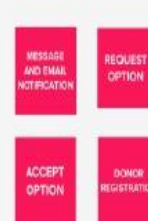
THINGS TO KNOW WHILE DONATING PLASMA



USER INTERFACE



PROCESS



BACKEND/ADMIN WORKS



SUPPORT



MARKETING



AGENCIES & ORGANISATIONS



SECURITY



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

