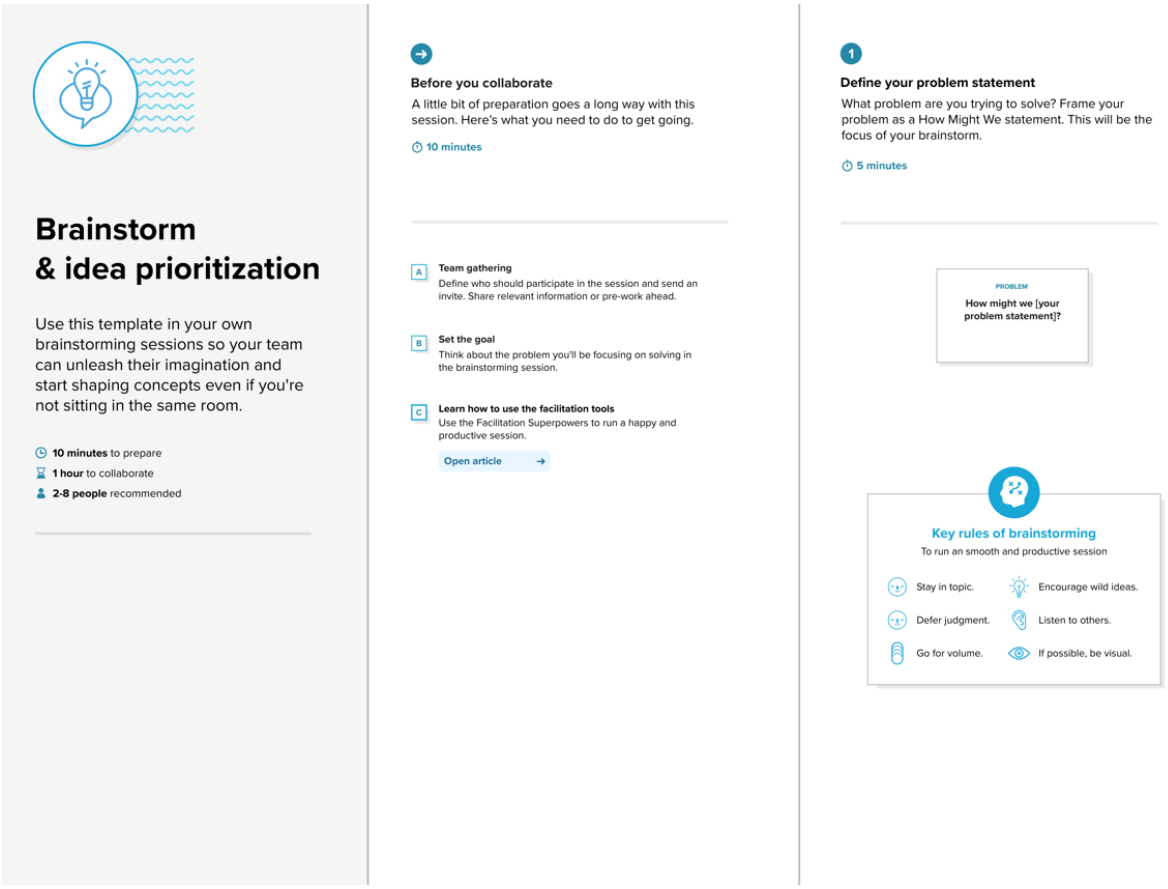
Ideation Phase
Brainstorm & Idea Prioritization Template

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



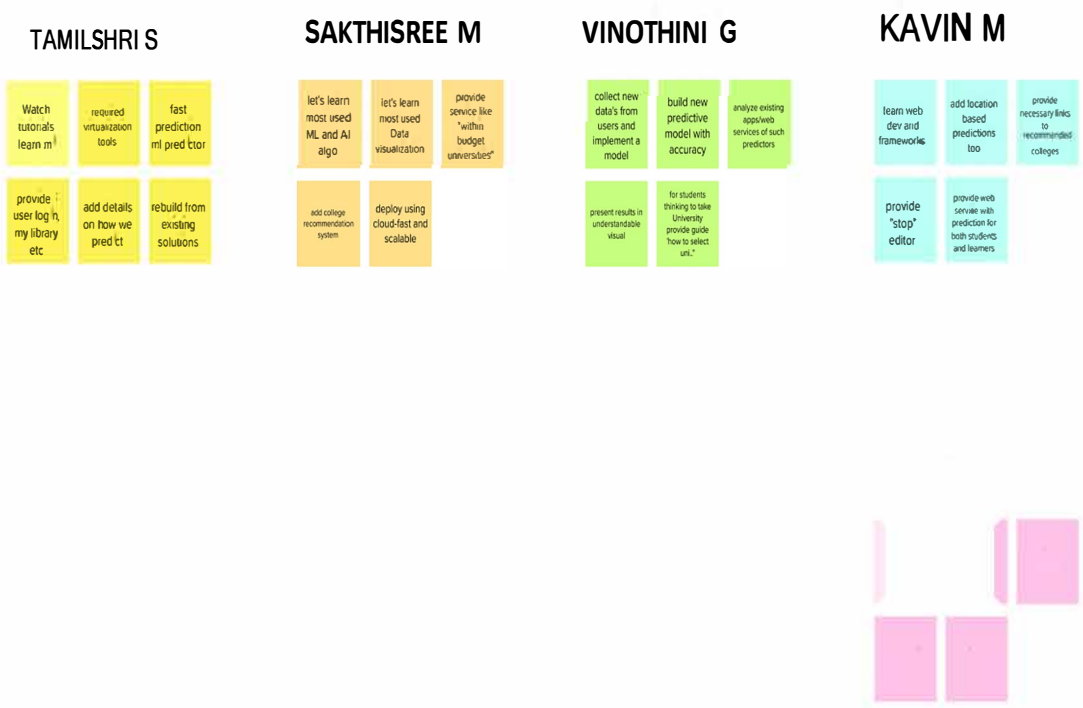
Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that comes to mind that address your problem Statement

10 minutes



3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

Requirements

Application Type

Core Features

Additional Features

Extras

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)