

Ideation Phase

Brainstorm & Idea Prioritization

Date	20 OCTOBER-2022
Team ID	PNT2022TMID39145
Project Name	Personal Assistance For Seniors Who Are Self-Reliant
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

The image shows a Mural template titled "Brainstorm & idea prioritization". The template is divided into three main sections:

- Before you collaborate**: This section includes a lightbulb icon and text stating "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It lists three steps: A. Team gathering, B. Set the goal, and C. Learn how to use the facilitation tools. A timer indicates 10 minutes.
- Define your problem statement**: This section includes a text box with the prompt "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A timer indicates 5 minutes.
- Key rules of brainstorming**: This section includes a list of rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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 sketch] icon to start drawing!



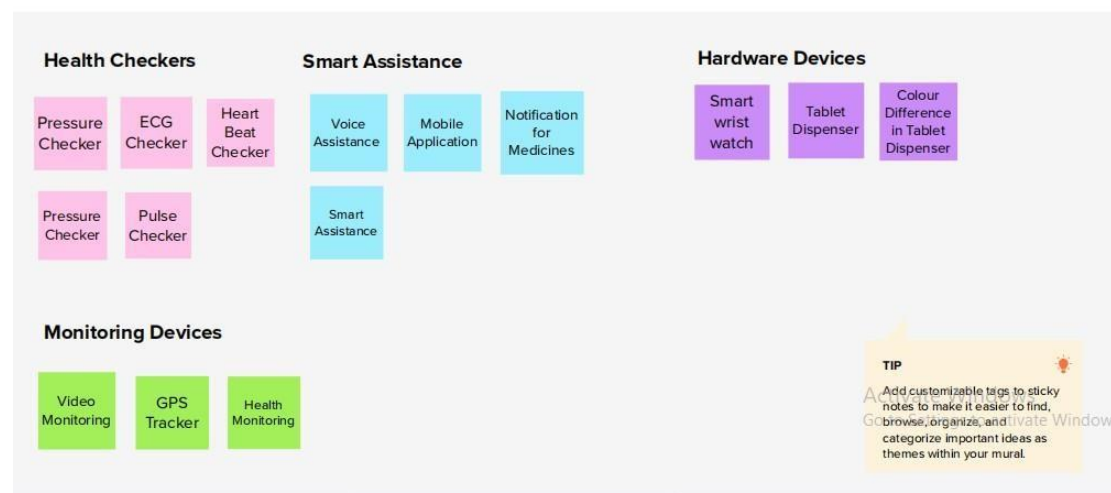
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Group ideas

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, browse, organize, and categorize important ideas as themes within your mural.

Step-3: Idea Prioritization

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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

