


# 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  
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  
How might we help a student to predict their chances of getting admission to a university of their choice?



#### Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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### 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!

#### VIGNESHWAR M

We can overcome the problem by using the power of the internet.	We should ensure that all the technology is made up to date.	All the devices connected with the internet should have strong net.
We have to ensure the alarm process.	It should be automatic.	The data and the instructions sent should be real time.
We must ensure that the system is always online.	The system should be properly updated.	All the data should be stored in the cloud.

#### VASANTH V

All the technology should be updated.	The problem with the system is that it is not connected to the internet.	The components used should be of high quality.
Everything should be easy to access.	The system should be able to connect to the internet.	The system should be able to connect to the internet.
The system should be able to connect to the internet.	The system should be able to connect to the internet.	The system should be able to connect to the internet.

#### SARAVANAKUMAR N

The problem is that the system is not connected to the internet.	The system should be able to connect to the internet.	The system should be able to connect to the internet.
All the components should be of high quality.	The system should be able to connect to the internet.	The system should be able to connect to the internet.
The system should be able to connect to the internet.	The system should be able to connect to the internet.	The system should be able to connect to the internet.

#### ABHISUNDARAR P NANDHAKISHORE I

The system should be able to connect to the internet.	The system should be able to connect to the internet.	The system should be able to connect to the internet.
The system should be able to connect to the internet.	The system should be able to connect to the internet.	The system should be able to connect to the internet.
The system should be able to connect to the internet.	The system should be able to connect to the internet.	The system should be able to connect to the internet.

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 can break it up into smaller sub-groups.

🕒 20 minutes

The reporting  
should be  
made on time

The fire  
should be  
sensed on  
time

The fire  
control  
should be  
proper at all  
the time

The IOT  
components  
should  
accommodate the  
step by step  
process without  
any kind of delay

#### TIP

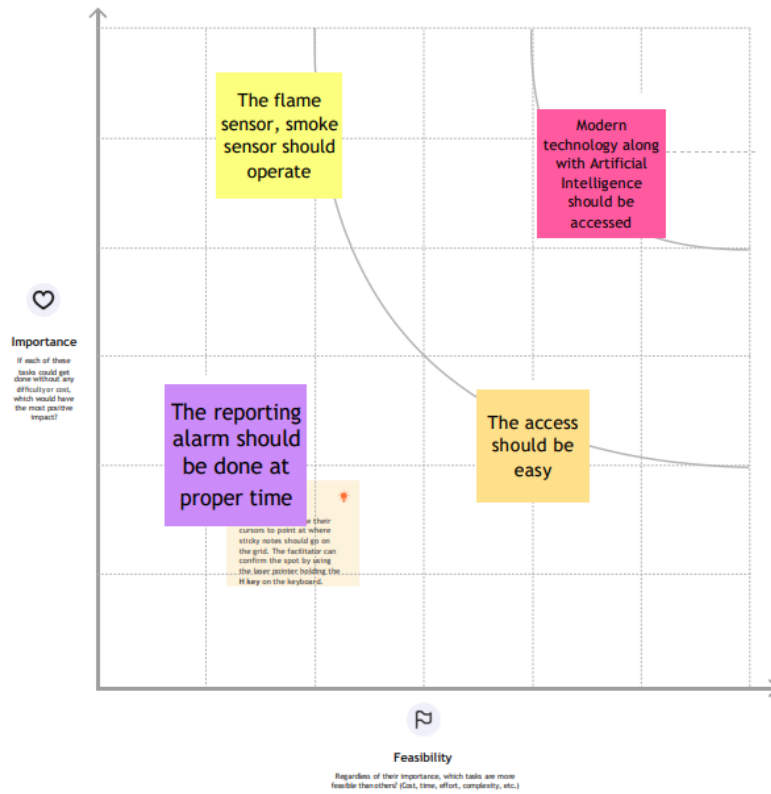
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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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



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#### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- E Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to email, include in slides, or save in your drive.

#### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

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