

## Ideation phase

### Brainstorm & idea prioritization template

<b>Date</b>	<b>12/11/22</b>
<b>Team ID</b>	<b>PNT2022TMID25417</b>
<b>Project Name</b>	<b>Containment Zone Alerting Application</b>
<b>Marks</b>	<b>4 Marks</b>

**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

**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

**Brainstorm**

Write down any ideas that come to mind that address your problem statement.

10 minutes

**Group Ideas**

Your team should all be on the same page about what's important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

20 minutes

**Prioritize**

Your team should all be on the same page about what's important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

20 minutes

**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 additions**

- Show the mural:** Share a preview link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural:** Export a copy of the mural as an png or pdf to attach to emails, include in slides, or save to 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.
- Strength, weakness, opportunities & threats:** Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. Open the template.

**Share template feedback**