

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	19 September 2022
Team ID	PNT2022TMID32971
Project Name	IoT Based Safety Gadget for Child Safety Monitoring and Notification
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.

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



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
- 3-5 people recommended

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

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information on pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpower to run a happy and productive session.

[Open article](#)

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 (your problem statement)?

Key rules of brainstorming
To run an smooth and productive session

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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm
Write down every idea that comes to mind that addresses your problem statement.
[30 seconds](#)

Tip
You can record a video of your ideas and share it with your team to get feedback.

Archetype

Model

Feature

Use

1. A user can...
2. A user can...
3. A user can...
4. A user can...
5. A user can...

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2. A user can...
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3

Group Ideas
Take turns sharing your ideas while clustering similar or related ideas as groups. Once all sticky notes have been grouped, give each cluster a sentence like: "Idea X is a cluster of...".
[30 seconds](#)

Tip
If you have a lot of ideas, you can use a cluster to group them into smaller groups.

1. A user can...
2. A user can...
3. A user can...
4. A user can...
5. A user can...

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Step-3: Idea Prioritization

