

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	17 September 2022
Team ID	PNT2022TMID32886
Project Name	Project - Personal Expanse Tracker Application
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
 2-8 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

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 [your problem statement]?


**Key rules of brainstorming**
To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

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

The grid is a 5x5 matrix with 'Importance' on the vertical axis and 'Feasibility' on the horizontal axis. A diagonal line from the bottom-left to the top-right divides the grid into two main sections. A curved line, concave to the origin, is also present. Several yellow callout boxes are placed on the grid:

- Top-Left (High Importance, Low Feasibility):** 'Make a calculation of expense in notebook.'
- Top-Middle (High Importance, Medium Feasibility):** 'Make use of budgeting apps.'
- Top-Right (High Importance, High Feasibility):** 'Use the 5000/20 budget, there should account for 50% of our spending.'
- Middle-Right (Medium Importance, High Feasibility):** 'Make a budget worksheet.'
- Bottom-Middle (Low Importance, Medium Feasibility):** 'Get loan from bank instead of money lender.'

Importance
Rank of the idea based on how important it is to the business, which could be a result of the market, customer demand, etc.

Feasibility
Rank of the idea based on how easy it is to implement, which could be a result of the market, customer demand, etc.

5

After you collaborate

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

Quick add-ons

- Share the mind**
Share a link to the mind with stakeholders to keep them in the loop about the outcome of the session.
- Export the mind**
Export a copy of the mind as a PNG or PDF to attach to emails, include in a blog, 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 →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop plans.
[Open the template →](#)

[Share template feedback](#)