

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT20221MID52022
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.

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

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 in progress

4 hours to collaborate

2.8 people recommended

Share template feedback

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

Before you start, participants in the session will need to share relevant information or you won't have it.

Narrow the goal

Focus on the problem you're focusing on solving in the brainstorming session.

Learn how to use the facilitator tools

Use the Facilitator Superpowers 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 clear **What? Why? How?** statement. This will be the focus of your brainstorm.

10 minutes

Brainstorming is most successful when an entire organization is aligned. Before you start your session, make sure everyone is on the same page. This means understanding the problem, the goal, the why, and the how. It also means making sure everyone is clear on the problem you're trying to solve. This is the first step in the brainstorming process. It's the foundation for everything that comes next.

Key rules of brain storming

To run an efficient and productive session

Keep it simple

Encourage wild ideas

Defer judgment

Build on others

One idea at a time

Go for volume

It's possible, the ideal

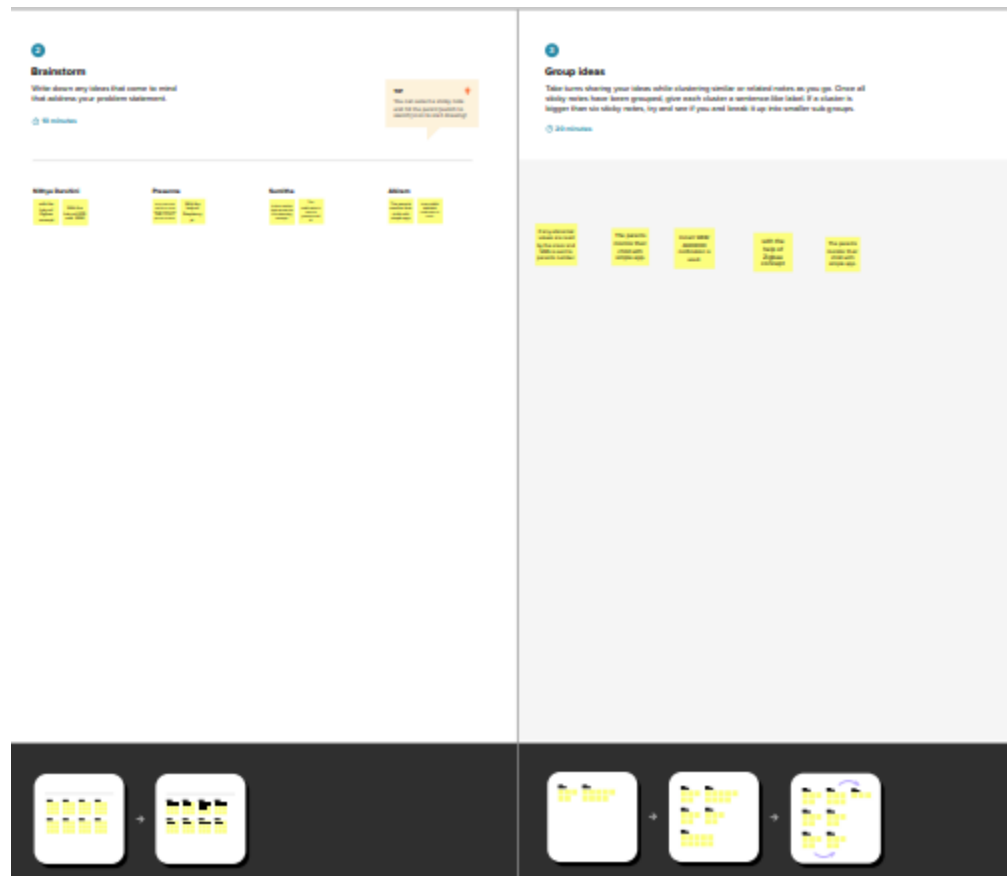


Need some inspiration?

See a collection of ideas from the community of the leading in creative ideation.

Open inspiration

Step-2: Brainstorm, Idea Listing and Grouping



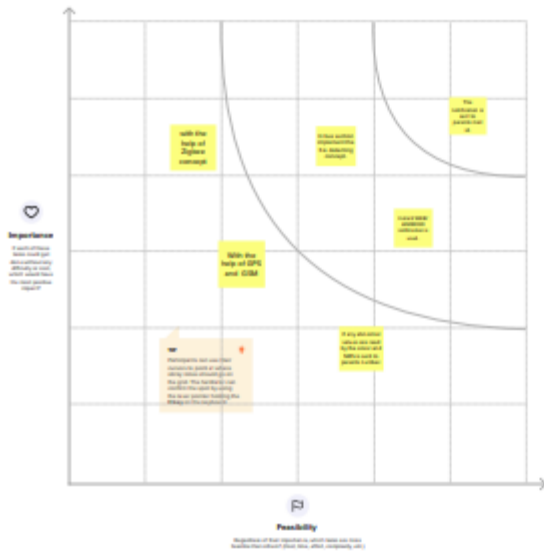
Step-3: Idea Prioritization

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.

30 minutes



5

After you collaborate

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

Quick add-ons

- Share the report**
Share your report with stakeholders to keep them in the loop about the outcomes of the exercise.
- Export the report**
Export a copy of the report as a PDF or CSV to share or archive. Includes a table, or save to your drive.

Keep moving forward

- Strategy Navigator**
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](#)

[Share template feedback](#)