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Brainstorm & idea prioritization

Use this template in your own brainstorming sessions to unlock your imagination and start shaping concepts even if you're not sitting in the same room.

Team ID: PNT2022TMD37863

MEMBERS:
Sri Hariharan
M S Jayesh
Sathya Narayanan

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Before you collaborate

A little bit of preparation goes a long way with this session – and what you need to do to get going.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

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

After you collaborate

You can expect this matrix, as an merge or part to share with members of your company who might be helpful.

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Group ideas

Take time to write your ideas while working, similar or related ideas as you go. Once all sticky notes have been grouped, give each cluster a wider circle label. If a cluster is bigger, break it into subgroups. Try and see if you can break it into even more subgroups.

20 minutes

Prioritize

You team should be on the same page about which important moving forward. Place your ideas on this grid to determine which ideas are the most valuable and feasible.

20 minutes

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