

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	5 November 2022
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Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts

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.

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.

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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.

2

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

TIP You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!



Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

The diagram consists of three vertical panels, each containing a column of colored squares with text. The left panel has yellow squares, the middle panel has purple squares, and the right panel has blue squares. The text in the squares is as follows:

- Left Panel (Yellow Squares):**
 - DEVELOP NEW SKILLS
 - TECHNICAL SKILLS
 - BASIC
 - KNOWLEDGE OF THE INDUSTRY
 - KNOWLEDGE OF THE COMPANY
 - KNOWLEDGE OF THE MARKET
 - KNOWLEDGE OF THE CUSTOMER
 - KNOWLEDGE OF THE SUPPLIER
 - KNOWLEDGE OF THE COMPETITOR
 - KNOWLEDGE OF THE PARTNER
 - KNOWLEDGE OF THE STAKEHOLDER
- Middle Panel (Purple Squares):**
 - KNOWLEDGE OF THE INDUSTRY
 - KNOWLEDGE OF THE COMPANY
 - KNOWLEDGE OF THE MARKET
 - KNOWLEDGE OF THE CUSTOMER
 - KNOWLEDGE OF THE SUPPLIER
 - KNOWLEDGE OF THE COMPETITOR
 - KNOWLEDGE OF THE PARTNER
 - KNOWLEDGE OF THE STAKEHOLDER
- Right Panel (Blue Squares):**
 - KNOWLEDGE OF THE INDUSTRY
 - KNOWLEDGE OF THE COMPANY
 - KNOWLEDGE OF THE MARKET
 - KNOWLEDGE OF THE CUSTOMER
 - KNOWLEDGE OF THE SUPPLIER
 - KNOWLEDGE OF THE COMPETITOR
 - KNOWLEDGE OF THE PARTNER
 - KNOWLEDGE OF THE STAKEHOLDER

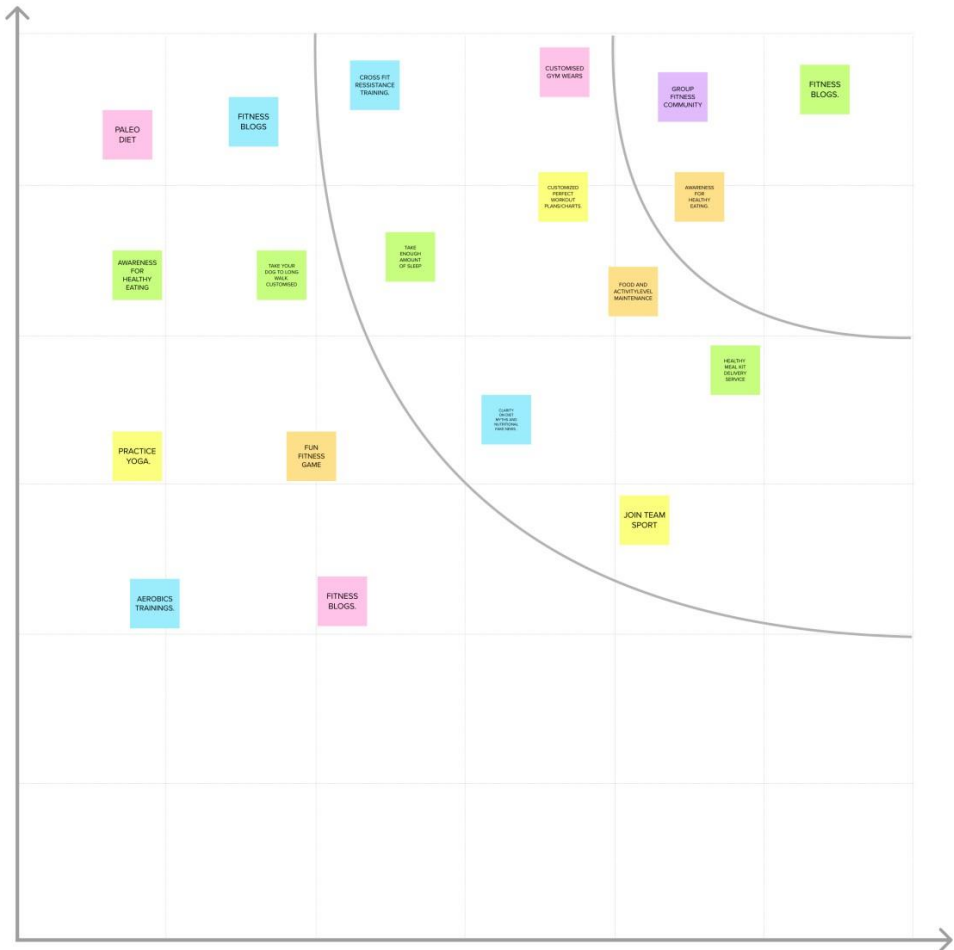
Step-3: Idea Prioritization

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



2

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)