

Ideation Phase

Brainstorm & Idea Prioritization Template


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|---------------|---|
| Date | 24 September 2022 |
| Team ID | PNT2022TMID07939 |
| Project Name | Project – Containment Zone Alerting 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
 2-5 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 or 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 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**
Mike is traveling to certain location and he wants to know a containment zones and updates of covid cases





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-2: Brainstorm, Idea Listing and Grouping

2

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

DHANASHEKAR B

Identify the problem

Identify the cause

Identify the effect

Identify the solution

DHANUSH T

Identify the problem

Identify the cause

Identify the effect

Identify the solution

HARISH KUMAR V

Identify the problem

Identify the cause

Identify the effect

Identify the solution

KALAIYARASAN N

Identify the problem

Identify the cause

Identify the effect

Identify the solution

Tip

This can be used as a sticky note and for the purpose of brainstorming, you can use this card drawing

Tip

Add customisable tags to sticky notes to make it easier to find, organise, compare, and integrate together those ideas that are relevant within your map.

3

Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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.
20 minutes

Tip

Add customisable tags to sticky notes to make it easier to find, organise, compare, and integrate together those ideas that are relevant within your map.

Group 1

Identify the problem

Identify the cause

Identify the effect

Identify the solution

Group 2

Identify the problem

Identify the cause

Identify the effect

Identify the solution

Group 3

Identify the problem

Identify the cause

Identify the effect

Identify the solution

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

