

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 October 2023
Team ID	C19FED1074EE13BB40E4336584FD97DA
Project Name	hashtag generator

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

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➔ 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

In today's fast-paced and content-saturated digital landscape, the effective use of hashtags has become a crucial element in reaching and engaging target audiences on social media platforms.

⌚ 5 minutes

PROBLEM

A local business owner wants to improve online presence and attract more customer but they are facing more challenges.

2

Key rules of brainstorming

To run a smooth and productive session

➔ Stay in topic.

➔ Defer judgment.

➔ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.

Need some inspiration?

See a featured version of this template to inspire your work.

[Open example](#) ➔

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

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

Person 1

To attract local business

Market research
Get the full
picture of the
market and
identify the
needs and
wants of the
target audience.

Person 2

Identify and understand the problem

Identify the
problem and
understand the
needs and
wants of the
target audience.

Person 3

Identify and understand the problem

Identify the
problem and
understand the
needs and
wants of the
target audience.

Person 4

Draft the problem statement

Identify the
problem and
understand the
needs and
wants of the
target audience.

3

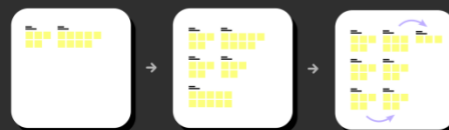
Group ideas

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 break it up into smaller sub-groups.

🕒 20 minutes

TIP
Add customizer tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Expand your creativity and enhance your social media presence through innovative hashtags.



Step-3: Idea Prioritization

4

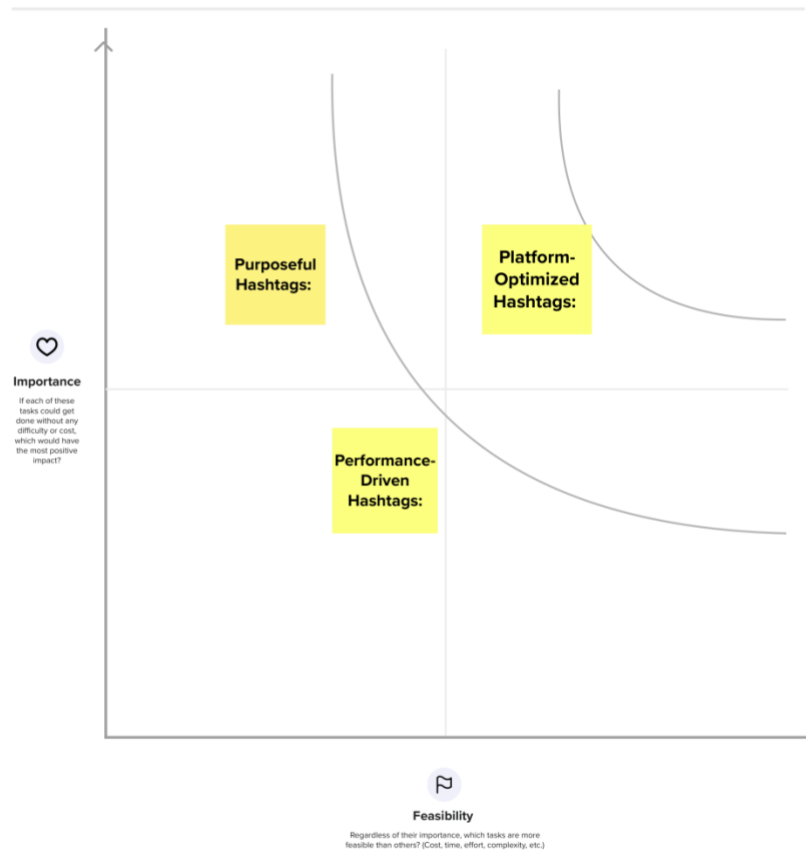
Type your heading...

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



→

After you collaborate

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

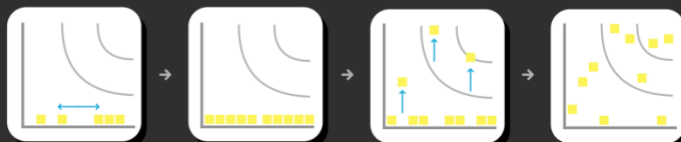
Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in 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 a plan.
[Open the template →](#)

[Share template feedback](#)



Reference link:

<https://app.mural.co/t/kalaiselvim5756/m/kalaiselvim5756/1683444676025/d3cb48d5560b8e84d5c2753cb919625c4339246c?sender=u4e4e8276ade14fec946d6048>