

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23 october 2023
Team ID	NM2023TMID05546
Project Name	Ethereum Decentralised Identity Smart Contract
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

Template

➔

After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

Cluster related ideas

Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.

Vote on the most promising ideas

Narrow your focus to only the strongest few ideas by holding a **Voting Session**. Give each person 2 votes

Keep moving forward

2x2 Prioritization matrix

Build shared understanding and make collective decisions for moving ideas forward.

Open the template →

Storyboarding

Show existing and/or future consumer experiences through the act of sketching.

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Pre-mortem

Harness the collective experience and wisdom of the team, before the project even starts.

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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

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.

Open article →

1

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

Ethereum Decentralised Identity Smart Contract

Develop a decentralized identity (DID) smart contract on the Ethereum blockchain to address the growing concerns of online identity theft, fraud, and the lack of user control over personal information. The smart contract should provide a secure and self-sovereign identity management system that enables users to have full control over their personal data, allowing them to selectively share their information with trusted parties, while maintaining privacy and security in a decentralized and trustless environment. The solution should also be interoperable with existing DID standards and compatible with various Ethereum-based applications, providing a robust and user-centric identity solution for the decentralized web.

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!

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 see if you can break it up into smaller sub-groups.

20 minutes

TIP
Add color-coded tags to sticky notes to make it easier to find, track, organize, and categorize important ideas as themes within your mind.

1

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

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the four pointer (moving the H key on the keyboard).

Importance

If each of these ideas could get done without any difficulty or cost, which ones from the most positive impact?

Feasibility

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

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

- Share the mural**
 Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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](#)