

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	03 November 2023
Team ID	NM2023TMID04561
Project Name	Create a Blog using the WordPress platform

#### 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.

Reference:

<https://app.mural.co/t/cakecastle5938/m/cakecastle5938/1698492671937/14c6115fe821b6bce93f65ded67d688bc403749a?sender=ua75e4843225967402c4d0732>

#### Step-1: Team Gathering, Collaboration, and Select the Problem Statement

Template



### 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

1

#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

#### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3

#### 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

PROBLEM

The problem we are addressing in our cake shop is the limited availability of high-quality, custom-designed cakes for special occasions. We aim to provide a solution by offering a wide range of delicious, beautifully crafted cakes to meet the unique needs and preferences of our customers, making their celebrations more memorable and delightful.

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.


Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.



#### Need some inspiration?

See a facilitated 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 add a sticky note and the pencil tool to select items to edit directly.

#### Karishma

Develop an engaging social media strategy to showcase our cakes and desserts, highlighting their visual appeal and quality.

Collaborate with local influencers to increase our online presence.

Create regular posts and stories to keep customers informed about promotions, new flavors, and behind-the-scenes content.

#### Issha Shree

Develop a system for gathering and analyzing customer feedback through comment cards, and online surveys.

Use feedback to make improvements in our products, service, and overall customer experience.

Communicate with dissatisfied customers to address their concerns and offer solutions.

#### Shruthi Saba

Offer tasting sessions for customers to sample different cake flavors.

Train staff to provide exceptional customer service, including recommendations, personalized greetings, and problem-solving.

Create a welcoming ambiance with comfortable seating, music, and visually appealing displays.

#### Naveen Kumar

Implement a customer loyalty program with rewards such as discounts, free items, or exclusive tastings for repeat customers.

Promote the program through in-store signage, on our website, and on social media.

Collect customer data to personalize offers and incentives based on their preferences and purchasing behavior.

#### Karthik Aruna

Develop an easy-to-use online ordering platform on our website or app, allowing customers to customize and order cakes and desserts for special occasions.

Implement an efficient delivery system with clear delivery time estimates and options for pickup or curbside delivery.

Offer catering services for events and parties with a streamlined booking process.

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

Ask a customer helper to help you select a cluster to edit, delete, or change the content of an idea on the board.

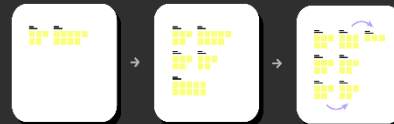
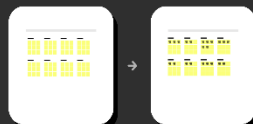
Create a cake shop specializing in themed cakes for special occasions like birthdays, weddings, and holidays. Offer a wide range of custom designs and flavors to cater to various customer preferences.

Host cake decorating workshops for individuals or groups. Teach customers the art of decorating cakes and provide them with the tools and materials to create their masterpieces.

Partner with a local coffee shop to create a cozy cake and coffee destination. Offer a selection of cakes, pastries, and beverages for customers to enjoy in a relaxed setting.

Establish a strong online presence with a user-friendly website and efficient delivery service. Allow customers to order cakes for delivery, catering to busy individuals and events.

Focus on a health-conscious clientele by offering a range of guilt-free, low-sugar, gluten-free, and vegan cake options. This can include using natural sweeteners and organic ingredients.



## Step-3: Idea Prioritization

4

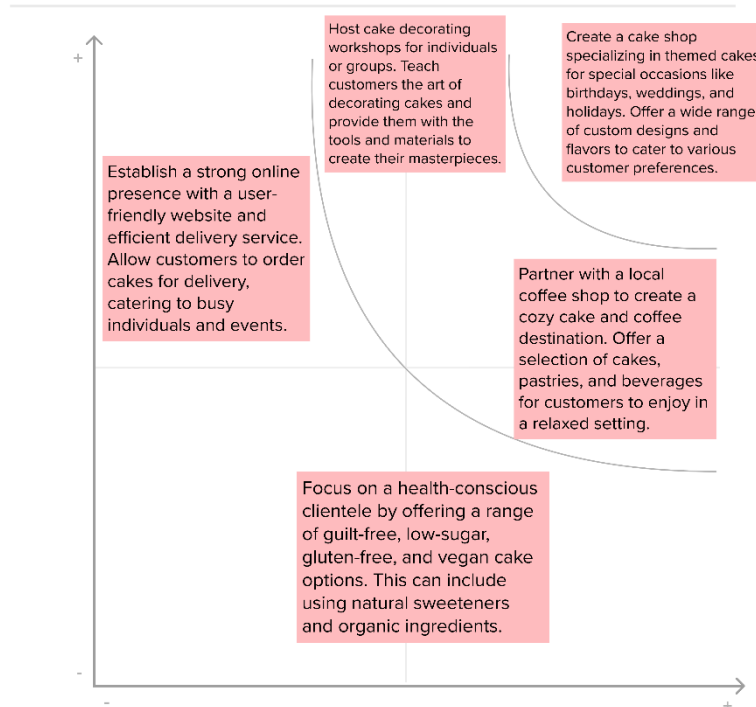
### Prioritize

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

#### TIP

Participants can use their cursors to pin or unpin sticky notes directly on the grid. The facilitator can confirm the space by using the user pointer holding the **W** key on the keyboard.



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### 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 →](#)

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