


# Ideation Phase

## Brainstorm & Prioritize Ideas

Date	03 Nov 2023
Team ID	NM2023TMID4218
Project Name	Building a Website Using Canva




### 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

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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.

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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 establish a strong online presence for the floral boutique to attract and engage a wider customer base, and optimize online sales? The project aims to address this issue by creating a visually appealing, user-friendly website that not only promotes the boutique's products but also provides a seamless online shopping experience, thereby increasing revenue."





### 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

TIP

You can select a sticky note and then press (double tap) to select it (so to start drawing)

#### Person 1

"Make the website work better on phones."

"Share pretty flower pictures on Facebook."

"Send email deals to customers."

#### Person 2

"Show how to care for flowers on video."

"Ask happy customers to tell their friends."

"Put ads on Facebook for special days."

#### Person 3

"Let people make their own bouquets online."

"Work with people who plan parties."

"Talk to customers quickly online."

#### Person 4

"Make the website look nice each season."

"Put flowers where more people can see them online."

"See what people do on the website to make it better."

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 cluster labels to sticky notes to make it easier to find, organize, and manage your ideas. Use a sticky note to label your ideas.

#### Website Improvement

"Make the website work better on phones."

"Make the website look nice each season."

#### Social Media Engagement

"Share pretty flower pictures on Facebook."

"Put ads on Facebook for special days."

#### Customer Communication

"Send email deals to customers."

"Talk to customers quickly online."

#### Content Creation

"Show how to care for flowers on video."

"Let people make their own bouquets online."

"Put flowers where more people can see them online."

#### Customer Engagement

"Ask happy customers to tell their friends."

"Work with people who plan parties."

"See what people do on the website to make it better."

## 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 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.

