

Ideation Phase

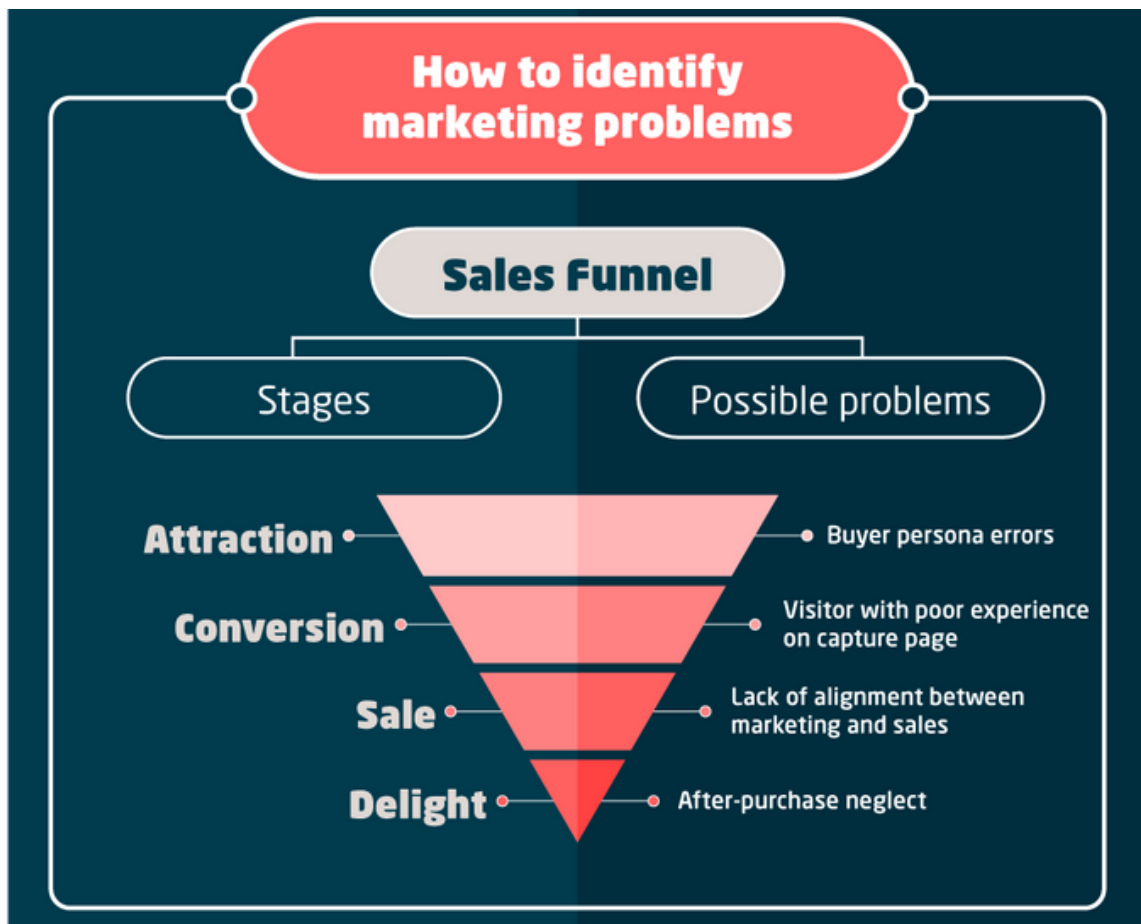
Brainstorm & Idea Prioritization Template

Date	31 October 2023
Project Name	Field Visiting Business For Interviewing
	About Digital Marketing

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.



Step-2: Brainstorm, Idea Listing and Grouping

Problem Statement for Marketing

Brand launch is a very troublesome process in today's highly competitive business environment. Competition is fierce for almost every trade.



Companies need to align business plan with their marketing plan to operate in niche market



Marketing of product and services for small or medium enterprise has become crucial task for promotion of business



Nowadays customers are persuaded from several elements in terms of brand's logo, promotional messages

Effective marketing is need of the hour for convincing customers to use particular product or service because of its suitability over the competitors

Step-3: Idea Prioritization

STRENGTHS

What are you doing well? What sets you apart? What are your good qualities?



WEAKNESSES

Where do you need to improve? Are resources adequate? What do others do better than you?



IMPROVEMENT

What are your goals? Are demands shifting? How can it be improved?



THREATS

What are the blockers you're facing? What are factors outside of your control?



Reference link:

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[utm_content=DAFy0cQYmTY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton](https://www.canva.com/design/DAFy0cQYmTY/U9tBaEM8ACwl9DGnN9OB0g/edit?utm_content=DAFy0cQYmTY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

Ideation Phase

Empathize & Discover

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	Interviewing About Digital Marketing

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by Dave Gray and has gained much popularity within the agile community.

The Empathy map of our project.is shown below.

Empathy Map

Name: Field Visit



Reference link:

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