

Ideation Phase Brainstorm & Idea Prioritization Template

Team ID	NM2023TMID04581
Project Name	Creating a Social Media Ad Campaign in Facebook

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://app.mural.co/t/socialmediacampaign5709/m/socialmediacampaign5709/1699112552093/2e7f106c7c7501db31239e91db9960e2af807540?sender=ufc10159de512e8fb7a8c5346>

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

Brainstorm & idea prioritization

Use this template in your next brainstorming session so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 1. Recommended process
- 2. Recommended
- 3. Recommended

Get here your stakeholders

A list of stakeholders is a key step in the process of defining the problem. It's a list of people who are involved in the problem or who can help you solve it.

1. Team gathering: Gather all the people who are involved in the problem or who can help you solve it.
2. Get the story: Ask each person to tell you their story about the problem. This will help you understand the problem from different perspectives.
3. Select the problem statement: Choose the problem statement that is most important to your team.

Define your problem statement

What problem are you trying to solve? Frame your problem as a clear, specific statement. This will be the focus of your team's efforts.

Problem

Difficult problem
Real problem
Actionable

Key rules of brainstorming

Encourage ideas and solutions

- 1. No limits: No limits on the number of ideas or solutions.
- 2. No criticism: No criticism of ideas or solutions.
- 3. No restrictions: No restrictions on the type of ideas or solutions.
- 4. No time limit: No time limit on the brainstorming session.
- 5. No idea is too small: No idea is too small to be considered.
- 6. No idea is too big: No idea is too big to be considered.
- 7. No idea is too stupid: No idea is too stupid to be considered.
- 8. No idea is too obvious: No idea is too obvious to be considered.
- 9. No idea is too simple: No idea is too simple to be considered.
- 10. No idea is too complex: No idea is too complex to be considered.

Step 2: Brainstorm, Idea Listing and Grouping

