

Ideation Phase

Brainstorm & Idea Prioritization Template

Date:	30 september 2023
Team ID:	Proj_227254_Team_1
Project Name:	Chatbot deployment with IBM Cloud Watson Assistant
Maximum Marks:	4 marks

Brainstorm & Idea Prioritization Template:

Brainstorming is a method design teams use to generate ideas to solve clearly defined design problems. In controlled conditions and a free-thinking environment, teams approach a problem by such means as “How Might We” questions. They produce a vast array of ideas and draw links between them to find potential solutions.

Brainstorming is part of [design thinking](#). You use it in the [ideation](#) phase. It's extremely popular for design teams because they can expand in all directions. Although teams have rules and a facilitator to keep them on track, they are free to use out-of-the-box and lateral thinking to seek the most effective solutions to any design problem.

