

Ideation Phase

Brainstorm & Idea Prioritization

Template

Date	03 November 2023
Team ID	NM2023TMID04574
Project	How to Create a Reel Design Using Canva

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 number of creative solutions.

Reference:

<https://app.mural.co/t/musify5237/m/musify5237/1698490074520/26ca18544b55032740f264f88ccc289ad4ef511f?sender=ufca2c7733f8f0d96c7a56256>

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

The screenshot displays a digital template for brainstorming and idea prioritization, organized into three main vertical panels. The left panel, titled 'Brainstorm & idea prioritization', features a light blue header with a lightbulb icon and a blue vertical bar on the left. It includes instructions on how to use the template, a timer for 10 minutes to prepare and 1 hour to collaborate, and a recommendation for 2-8 people. The middle panel, titled 'Before you collaborate', provides a checklist of steps: 'Team gathering' (define who should participate and share relevant information), 'Set the goal' (think about the problem you're focusing on), and 'Learn how to use the facilitation tools' (use the Facilitation Superpowers to run a happy and productive session). It also includes a link to 'Open article'. The right panel, titled 'Define your problem statement', asks 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm' and includes a timer for 5 minutes. Below this, there is a section for 'Key rules of brainstorming' to run a smooth and productive session, listing rules such as 'Stay in topic', 'Encourage wild ideas', 'Defer judgment', 'Listen to others', 'Go for volume', and 'If possible, be visual'. At the bottom of the template, there is a section titled 'Need some inspiration?' with a link to 'Open examples'.

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

Write down any ideas that come to mind that address your problem statement.

15 minutes

10

You can write a sticky note and add the second column to check it out in the next step.

R.OVIYAA

- 1. Review of Current Features
- 2. Identifying User Pain Points
- 3. Brainstorming for Feature Enhancements
- 4. Prioritizing Ideas
- 5. Next Steps and Action Items

M.KANEETHA

- 1. Identify who will be responsible for each action item resulting from this brainstorming session.
- 2. Discuss a timeline for implementing the selected ideas and a plan for user communication regarding customer support improvements.
- 3. Encourage each team member to provide ideas for improving the customer support experience.
- 4. Discuss how these ideas could address user pain points and enhance overall user satisfaction.
- 5. Discuss customer user complaints or pain points related to customer support based on reviews, support tickets, and user surveys.
- 6. Share any insights or ideas where support may be lacking.

R.VANAMALAR

- 1. Review and prioritize the proposed ideas based on factors like feasibility, implementation effort, impact on user experience, and alignment with product vision.
- 2. Discuss challenges and next steps for implementing the selected ideas and a strategy for user communication.
- 3. Share insights from research, user feedback, and analytics.
- 4. Discuss how to build a sense of community engagement among users.
- 5. Offer insights into the product team's vision, goals, and challenges.
- 6. Discuss how to build a sense of community engagement among users.
- 7. Support the team for user-generated content and interaction.

M.JENIFER

- 1. Encourage each team member to propose ideas for improving the app's features.
- 2. Discuss how these ideas could address user pain points and enhance the overall user experience.
- 3. Identify who will be responsible for each action item resulting from this brainstorming session.
- 4. Discuss a timeline for implementing the selected ideas and a strategy for user communication.
- 5. Review and prioritize the proposed ideas based on factors like feasibility, implementation effort, impact on user experience, and alignment with product vision.
- 6. Discuss challenges and next steps for implementing the selected ideas and a strategy for user communication.

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

10

Put a sticky note tag to sticky notes or use a marker to label, cluster, organize, and categorize grouped related themes within your ideas.

- 1. Introduce a sticky "Notes (Sticky)" sheet that other sticky notes belong to user preferences.
- 2. Review notes to understand their value and gather additional feedback from users.
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- 4. Review notes to understand their value and gather additional feedback from users.
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- 10. Review notes to understand their value and gather additional feedback from users.



Step-3: Idea Prioritization

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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.

