

# Ideation Phase

## Brainstorm & Idea Prioritization Template

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|---------|---|
| 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

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  
👤 3-8 people recommended

### 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

1

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

### 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

Share when you find a challenging or annoying, when a team favorite turns into a headache in real time, navigating the social dimensions of music enjoyment. In light of this, there is a pressing need for a solution that promotes music sharing and collaboration, allowing users to effortlessly connect with friends to just one step, maximizing the joy of shared musical experiences.

#### Key rules of brainstorming

To run an smooth and productive session

Stay in loops.


Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.



### Need some inspiration?

Get a finished version of this template to adapt to your needs.

[Open an example](#)

## 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.

30 minutes

You can write a sticky note and let the person next to you read it out loud.

#### 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
- 1. List and briefly describe the ideas that may solve the problem of the user.
  - 2. Brainstorm ideas that are user engagement and feedback regarding these features.
  - 3. Discuss common user complaints or pain points related to the current product, and use them to brainstorm ideas.
  - 4. Brainstorm ideas that are user engagement and feedback regarding these features.

#### M.KANEETHA

- 1. Identify who will be responsible for each action item resulting from the brainstorming session.
- 2. Discuss a timeline for implementing the action items and a plan for your communication regarding customer support improvements.
- 3. Encourage each team member to discuss ideas for improving the customer support experience.
- 4. Discuss how these ideas could address user pain points and enhance your user satisfaction.
- 5. Discuss common user complaints or pain points related to the current product, and use them to brainstorm ideas.
- 6. Brainstorm ideas that are user engagement and feedback regarding these features.
- 7. Share any thoughts on ideas where customer support may be helpful.

#### R.VANAMALAR

- 1. Review and analyze the proposed ideas based on factors like feasibility, relevance, impact on user engagement, and alignment with the user's needs.
- 2. Discuss the ideas and their potential impact on user engagement and satisfaction.
- 3. Discuss the ideas and their potential impact on user engagement and satisfaction.
- 4. Discuss the ideas and their potential impact on user engagement and satisfaction.
- 5. Discuss the ideas and their potential impact on user engagement and satisfaction.
- 6. Discuss the ideas and their potential impact on user engagement and satisfaction.
- 7. Discuss the ideas and their potential impact on user engagement and satisfaction.

#### M.JENIFER

- 1. Encourage each team member to discuss ideas for improving the user experience.
- 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 the brainstorming session.
- 4. Discuss a timeline for implementing the action items and a plan for your communication regarding customer support improvements.
- 5. Encourage each team member to discuss ideas for improving the customer support experience.
- 6. Discuss how these ideas could address user pain points and enhance your user satisfaction.
- 7. Share any thoughts on ideas where customer support may be helpful.

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### 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

Each sticky note should be able to be read by the person next to you. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

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## Step-3: Idea Prioritization

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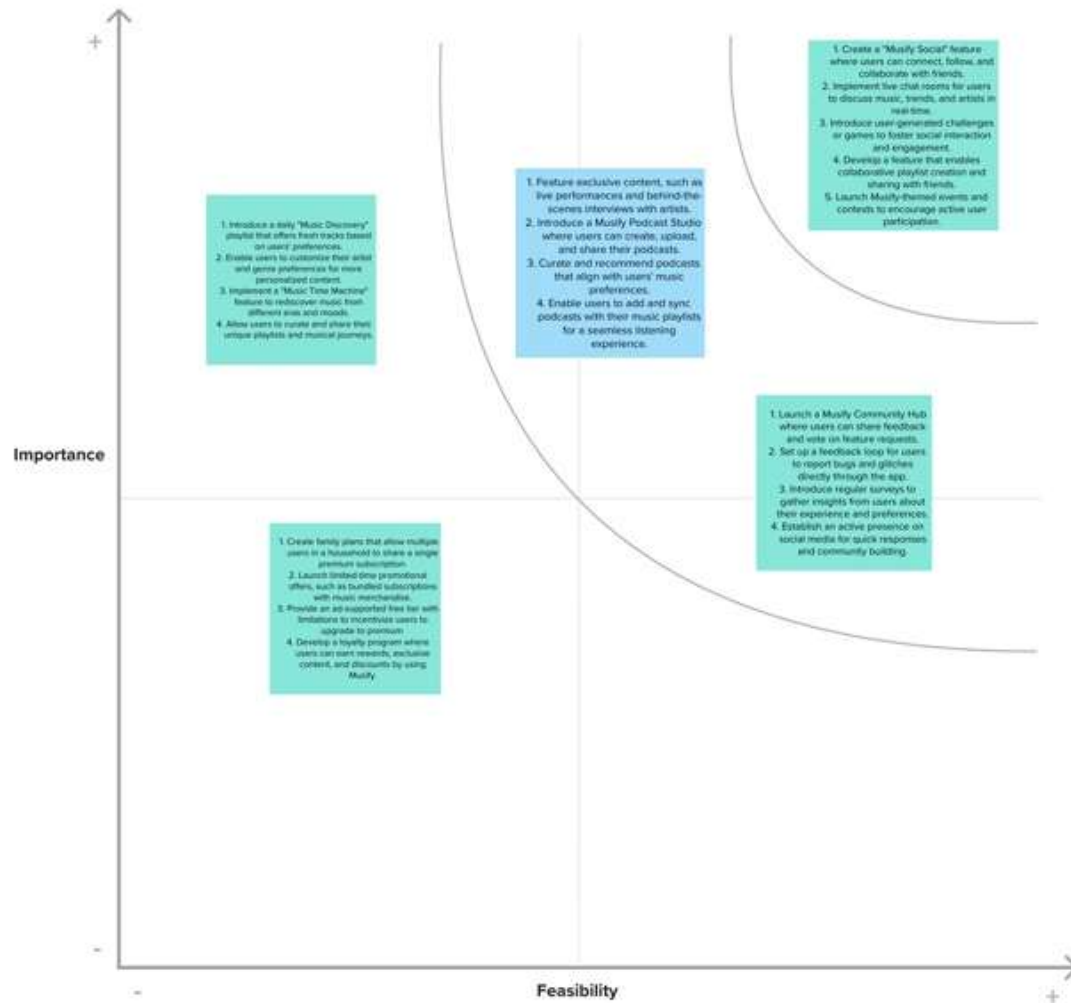
### Prioritize

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.



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