

# Ideation Phase

## Brainstorm

Team ID	NM2023TMID01244
Project Name	Google Business profile

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
- 2-8 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

A

##### Team gathering

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

B

##### Set the goal

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

C

##### Learn how to use the facilitation tools

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

[Open article](#) ➔

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#### 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

We need to creating a Google My Business profile for businesses looking to establish a robust online presence.



#### Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.



#### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) ➔

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## Brainstorm

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

10 minutes

TIP  
You can select a sticky note and move it. For each sticky note, starting on the next row.

Murthukumar A

Recognize and acknowledge the customer's needs and expectations.  
Set up a system to track customer feedback.  
Create a system to track customer feedback.

Hareesh Vihari G

Host online events or webinars and educate them on our product.  
Share customer success stories and testimonials.  
Post regular updates about our brand.

Archi P

Integrate social media into our story content.  
Create a system to track customer feedback.  
Create a system to track customer feedback.  
Create a system to track customer feedback.

Bhuvanika K

Discuss with your partner about the product.  
Discuss with your partner about the product.  
Discuss with your partner about the product.  
Discuss with your partner about the product.

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

TIP  
Ask a partner to help to sort sticky notes to make it easier to find. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

Recognize and acknowledge the customer's needs and expectations.

Set up a system to track customer feedback.

Share customer success stories and testimonials.

Post regular updates about our brand.

Integrate social media into our story content.

Create a system to track customer feedback.



1

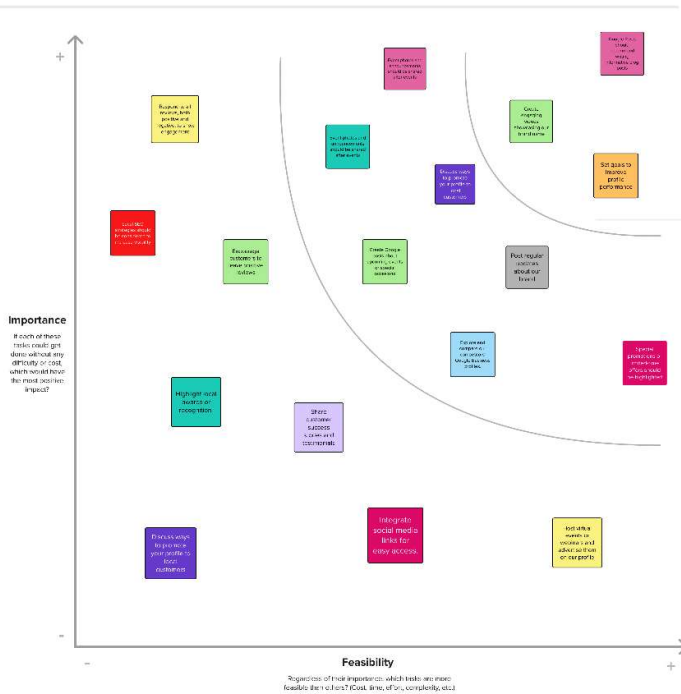
## Prioritize

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 laptops as well as sticky notes should go on the grid. The facilitator can confirm it's spot by using the H key on this keyboard.



2

## After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

[Share template feedback](#)

