

## Ideation Phase

### Brainstorm & Idea Prioritization Template

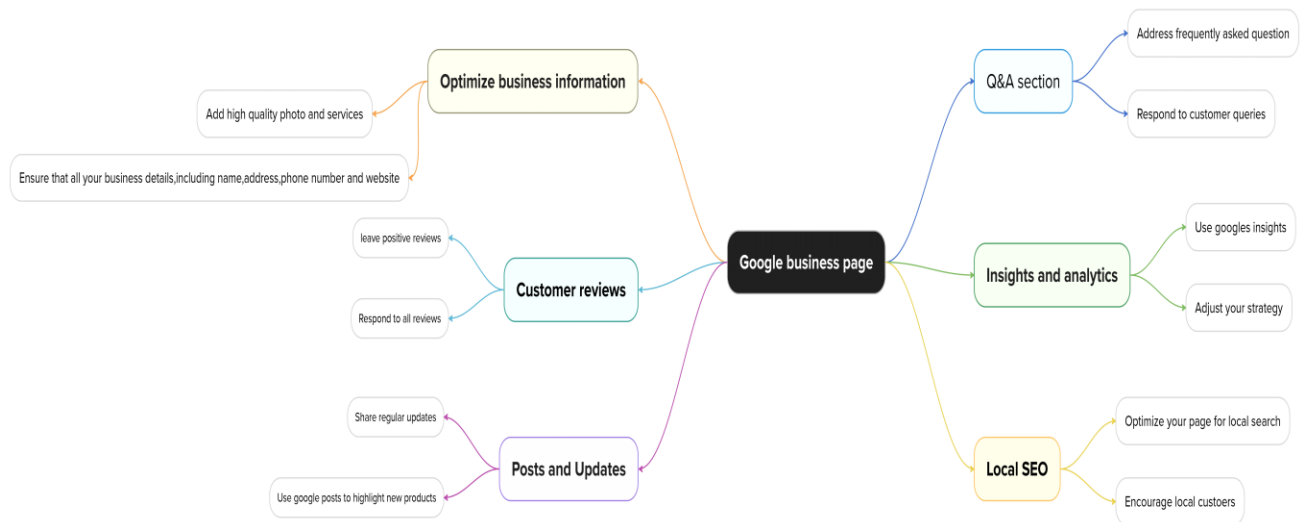
Date	18 oct 2023
Team ID	NM2023TMID04550
Project Name	Create a google business page
Maximum Marks	4 Marks

#### 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.

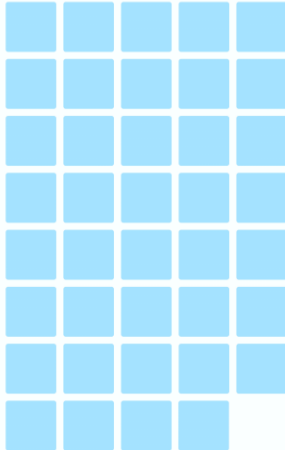
#### BRAINSTORMING



### IDEA PRIORITIZATION:

### List of ideas

What ideas should we consider acting upon?  
Small ideas? Big ideas? Safe ideas? Bold ideas?  
Tactical quick-wins? Big strategic bets?



After you list ideas, discuss and plot each one on the matrix.

### Goal Alignment

Start by aligning your ideas with your primary goals

### Urgency

Promoting an upcoming event or managing a negative review

### Content quality

Prioritize high quality content creation

### Adaptability

Ensure that all your prioritized ideas are adaptable



### Potential feasibility

Ignoring impact, how feasible is each idea? (Cost, time, effort, complexity, etc.)

[See an example](#)