

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	25 September 2023
Team ID	NM2023TMID07077
Project Name	Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media
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.

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 ➔

1

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

The proliferation of the internet and social media has changed the way people express their views and opinions, with many people now using platforms like Facebook, Twitter, and Instagram to share their thoughts, emotions, and experiences. As a result, social media generates a large volume of data in the form of tweets, comments, reviews, and other types of content. By analyzing this data, it is possible to understand the performance of social media platforms like Twitter, including trends and patterns in the way people use the platform and the types of content they engage with. This data can be especially useful for businesses and organizations that want to understand how their brand is perceived on social media, and make informed decisions about how to engage with their audience.



Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Vishnu Varthini

Use insights from social media to analyze performance

Analyze based on hashtag

Social listening

Person 5



Shahin Wafeqa

Identify the content that is common among audience

Competitive analysis

Influencer analysis

Person 6



Dharshini

Monitor social media conversations related to a brand or industry

Content analysis

Customer service analysis

Person 7



Swetha Raji

Analyze the connections between users on social media to identify influencers and key stakeholders

Network analysis

Person 8



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

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Identify the content that is common among audience

Monitor social media conversations related to a brand or industry.

Analyze the connections between users on social media to identify influencers and key stakeholders

Use insights from social media to analyze performance

4

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.

