

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	30.10.2023
Team ID	NM2023TMID10488
Project Name	Creating blog using wordpress platform
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Your brand logo should visually represent your brand personality, using colors and symbols that convey your message. Canva's user-friendly platform allows you to seamlessly design these elements, ensuring consistency throughout. Seeking feedback and refining your choices are crucial steps before finalizing your brand identity within Canva. Ultimately, your brand identity should resonate with your target audience, making a lasting impression in the competitive market

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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



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.

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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

How might we (your problem statement)?

2 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.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

We're brainstorming ideas that could help us address your problem (dentures).

00 minutes

Tip: This is a free-form activity where everyone's ideas are welcome. No idea is too silly.

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

3

Group ideas

Take turns taking your ideas while clustering similar or related ideas as you go. Give all sticky notes time to be 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 subgroups.

00 minutes

Tip: All brainstorming ideas are equal. No idea is too small or too big. Everyone's ideas are welcome. No idea is too silly.

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

Step-3: Idea Prioritization

1

Prioritize

Your team should all be on the same page about what's important, moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

20 minutes

TIP

Participants can use their intuition to place ideas where they think they are important and feasible. The goal is to get the team on the same page about what's important and which are feasible.

