


Ideation Phase

Brainstorm & Idea Prioritization

Date	03 November 2023
Team ID	NM2023TMID1238
Project Name	Creating brand name,brand mail and brand logo

Brainstorm & Idea Prioritization:

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]?



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

1

Brainstorm

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

Person 1

Creating a logo
brand and
marketing
strategy

Marketing
strategy
brand and
marketing
strategy

Marketing
strategy
brand and
marketing
strategy

Person 2

Marketing
strategy
brand and
marketing
strategy

Marketing
strategy
brand and
marketing
strategy

Marketing
strategy
brand and
marketing
strategy

Person 3

The brand name
and logo that
will be used
for the brand

The brand name
and logo that
will be used
for the brand

The brand name
and logo that
will be used
for the brand

Person 4

The brand name
and logo that
will be used
for the brand

The brand name
and logo that
will be used
for the brand

The brand name
and logo that
will be used
for the brand

2

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.



Budget Constraints



Brand name creation



Trademark issues and Time constraints

Step-3: Idea Prioritization

3

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.

