


Ideation Phase

Brainstorm & Idea Prioritization Template

TEAM ID	NM2023TMID00210
DOMAIN NAME	DIGITAL MARKETING
PROJECT NAME	HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE




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


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

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

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


**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 restaurant struggles with maintaining consistent quality across its diverse menu, leading to occasional customer dissatisfaction.





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

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

10 minutes

Prithivirajan D

Standardized Recipes, Quality Control Team, Experience chefs

Mohan P

Trained chefs, Real-time Customer Feedback, Convincing atmosphere

Nithin G

Assist Stock supervisor, Fresh produce utilization, Taste Testing Panels

Sarankumar S

Response to customer needs, Punctuality in preparation, Quality Audits

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

Assist Stock supervisor, Quality Control Team, Quality Audits

Real-time Customer Feedback, Response to customer needs

Convincing atmosphere, Trained chefs, Taste Testing Panels, Standardized Recipes

Experience chefs, Fresh produce utilization, Punctuality in preparation

Step-3: Idea Prioritization

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

Importance

Real-time Customer Feedback, Response to customer needs, Standardized Recipes, Quality Audits, Quality Control Team, Experience chefs, Trained chefs, Punctuality in preparation, Fresh produce utilization, Taste Testing Panels, Convincing atmosphere, Assist Stock supervisor

Feasibility

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 decks, 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 or 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](#)

Reference: <https://app.mural.co/t/thedeleceta1622/m/thedeleceta1622/1698333919723/8cb3c4b770f07877cba21fal70b2d74cec30b5a?sender=u80abffae7976b6ea941a6121>