

Ideation Phase

Brainstrom & Idea Prioritization Template

Date	3 November 2023
Team ID	NM2023TMID09738
Project Name	How to create a reel using Canva
Maximum Marks	4 Marks

Brainstrom & Idea Prioritization Template:

Brainstroming 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.

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
- 👤 2-6 people recommended

View template feedback

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 as per needs shared.

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

 **Learn how to use the facilitation tools**
Like 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

How to create a reel using canva

Key rules of brainstorming

To run an impactful and productive session

 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 One idea per person.

 If possible, be visual.



Need some inspiration?

See a finished version of this template to assist your work.

View example →

Step 2: Brainstrom, Idea Listing and Grouping

2

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

Tip

You can add a sticky note and let the person behind you quickly look to catch anything.

Non-linear B

Multiple T

Non-linear V

Non-linear C

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 randomization tags to sticky notes to make it easier to find patterns, keywords, and integrate important ideas as you move within your groups.

Cluster 1

Cluster 2

Cluster 3

Cluster 4

Cluster 5

Cluster 6

Cluster 7

Cluster 8

Cluster 9

Cluster 10

Cluster 11

Cluster 12

Cluster 13

Cluster 14

Cluster 15

Cluster 16

Cluster 17

Cluster 18

Cluster 19

Cluster 20

Cluster 21

Cluster 22

Cluster 23

Cluster 24

Cluster 25

Cluster 26

Cluster 27

Cluster 28

Cluster 29

Cluster 30

Cluster 31

Cluster 32

Cluster 33

Cluster 34

Cluster 35

Cluster 36

Cluster 37

Cluster 38

Cluster 39

Cluster 40

Cluster 41

Cluster 42

Cluster 43

Cluster 44

Cluster 45

Cluster 46

Cluster 47

Cluster 48

Cluster 49

Cluster 50

Cluster 51

Cluster 52

Cluster 53

Cluster 54

Cluster 55

Cluster 56

Cluster 57

Cluster 58

Cluster 59

Cluster 60

Cluster 61

Cluster 62

Cluster 63

Cluster 64

Cluster 65

Cluster 66

Cluster 67

Cluster 68

Cluster 69

Cluster 70

Cluster 71

Cluster 72

Cluster 73

Cluster 74

Cluster 75

Cluster 76

Cluster 77

Cluster 78

Cluster 79

Cluster 80

Cluster 81

Cluster 82

Cluster 83

Cluster 84

Cluster 85

Cluster 86

Cluster 87

Cluster 88

Cluster 89

Cluster 90

Cluster 91

Cluster 92

Cluster 93

Cluster 94

Cluster 95

Cluster 96

Cluster 97

Cluster 98

Cluster 99

Cluster 100

Icon 1

Icon 2

Icon 3

Icon 4

Icon 5

Icon 6

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.

🕒 10 minutes

TIP

Participants can use their numbers to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the mouse pointer holding the **W** key on the keyboard.

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 slides, or save to 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 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](#)