

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	PNT2025TMID01602
Project Name	SmartResume Generator
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.

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.

Reference: <https://www.mural.co/templates/brainstorm-and-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

- 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

**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**

Users struggle to create professional, ATS-compatible resumes tailored to specific job roles, professional, ATS-compatible resumes tailored to specific job roles.

**Key rules of brainstorming**

To run an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Aim for volume
- If possible, be visual

**Brainstorm**

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

10 minutes

**Person 1**

- AI-Based Keyword Optimization
- Professional Resume Templates
- PDF/DOCX Resume Generation

**Person 2**

- Show a live preview of the resume as users fill in details.
- Allow users to easily rearrange sections of their resume.
- Ensure the tool works seamlessly on mobile devices.

**Person 3**

- Analyze resumes to ensure they are ATS-friendly.
- Allow users to create resumes in multiple languages.
- Automatically generate cover letters based on resume data.

**Person 4**

- Use GPT models to write compelling professional summaries.
- Provide career tips based on the user's resume and job goals.
- Store user resumes securely in the cloud for easy access.

**Need some inspiration?**

See how other teams of facilitators have used this template to inspire your work.

Open examples

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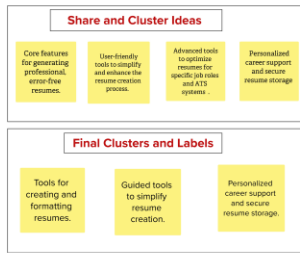
### Group ideas

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

Ask participants to use sticky notes to capture ideas, concerns, suggestions, and suggestions/requests that are relevant to their goal.



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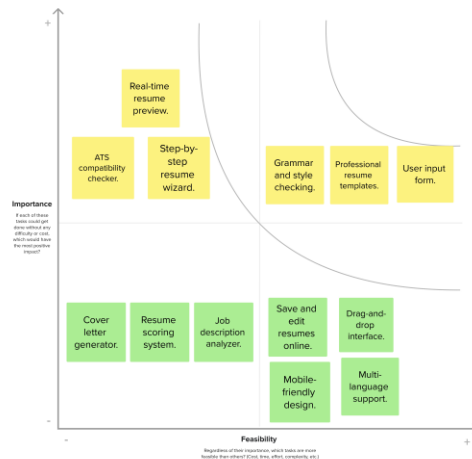
### Prioritize

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 session to point out ideas they want to move forward on. The facilitator can confirm the goal by using the goal-setting framework. Keep on the roadmap.



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### 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](#)

