

DIGITAL MARKETING

CREATING A BLOG USING WORDPRESS

IDEATION PHASE

ZONE: 17

TEAM ID: NM2023TMID02717

TEAM MEMBERS:

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BRAINSTORM AND PRIORITIZE IDEAS

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

1 Team gathering

Define who should participate in the session and send an invite. Share relevant information to get work started.

2 Set the goal

Think about the problem you're focusing on or solving in the brainstorming session.

3 Learn how to use the facilitation tools

Use the Facilitation Support page to get a heads up on facilitation sessions.

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

Creating a Blog Using Wordpress
Selecting a theme based on your project and Publishing an useful content.



Key rules of brainstorming
To run a successful and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- If possible, be visual

Brainstorm

Write down every idea that came to mind that addresses your problem statement.

10 minutes

10
Write down every idea that came to mind that addresses your problem statement.

Rezeene A

It is easy to begin with a concept of a project and a specific need.

Sinthya R

It is typically designed to be used in a specific way.

Safa S

It can be translated into many languages.

Roshni S R

It is a free and open-source software.

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 a smaller sub-group.

20 minutes

10
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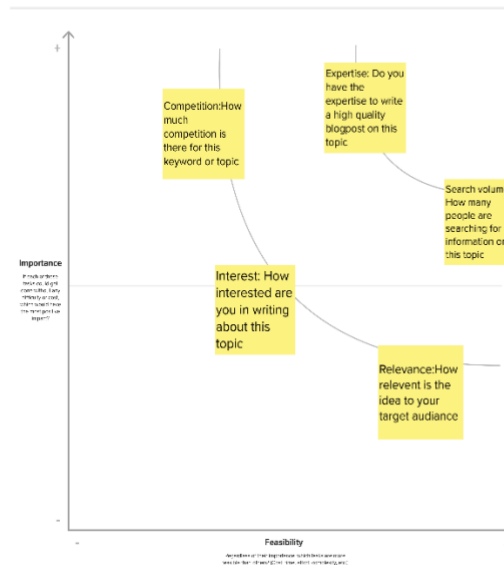
A blog can vary greatly based on individual goals and interests. If you and your group members are passionate about a particular social issues or cause, you can start a blog to raise awareness and inspire others to make a difference in the world and to build a community around your shared values.

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

10
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After you collaborate

You can report the result as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Show the mood**
Share a view link to the mood with stakeholders to help visualize the results of the session.
- Export the mood**
Export a copy of the mood as a PDF or PNG to share with stakeholders or use in your docs.

Keep moving forward

- Strategy blueprint**
Define the components of your new business strategy.
- Customer experience journey map**
Visualize a customer's journey, touchpoints, and emotions to improve their experience.
- Strengths, weaknesses, opportunities & threats**
Visualize strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Show template feedback