

Ideation Phase
Brainstorm & Idea Prioritization

Date	31 October 2023
Team ID	Team-593059
Project Name	The Sleep Oracle Anticipating Health and Lifestyle Through Data
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.

Reference:

<https://app.mural.co/t/niyatimittal2335/m/niyatimittal2335/1698687378352/6f07d31c7efc9947491916443344e5ba48862ee3?sender=u98f1abeac5d9c51a15226195>




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](#) →




Define your problem statement

We aim to enhance well-being by leveraging data insights to address stress, sleep, and work-life balance. Our goal is to balance personalization with privacy while countering sleep-related challenges.

 5 minutes







PROBLEM

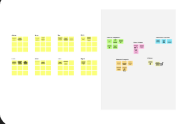
How might we use data-driven insights to help individuals effectively manage stress, improve sleep quality, and attain a healthier work-life balance, while addressing concerns about privacy and the consequences of sleep deprivation?



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.



Need some inspiration?

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

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

The diagram shows three stages of the merge sort process on an array of 10 yellow squares. Stage 1: The array is split into two groups of 5. Stage 2: Each group of 5 is further split into two groups of 2 and one group of 1. Stage 3: The groups are merged back together in sorted order, indicated by purple arrows showing the merging of the 2-element groups into the 1-element groups.

Step-3: Idea Prioritization

4

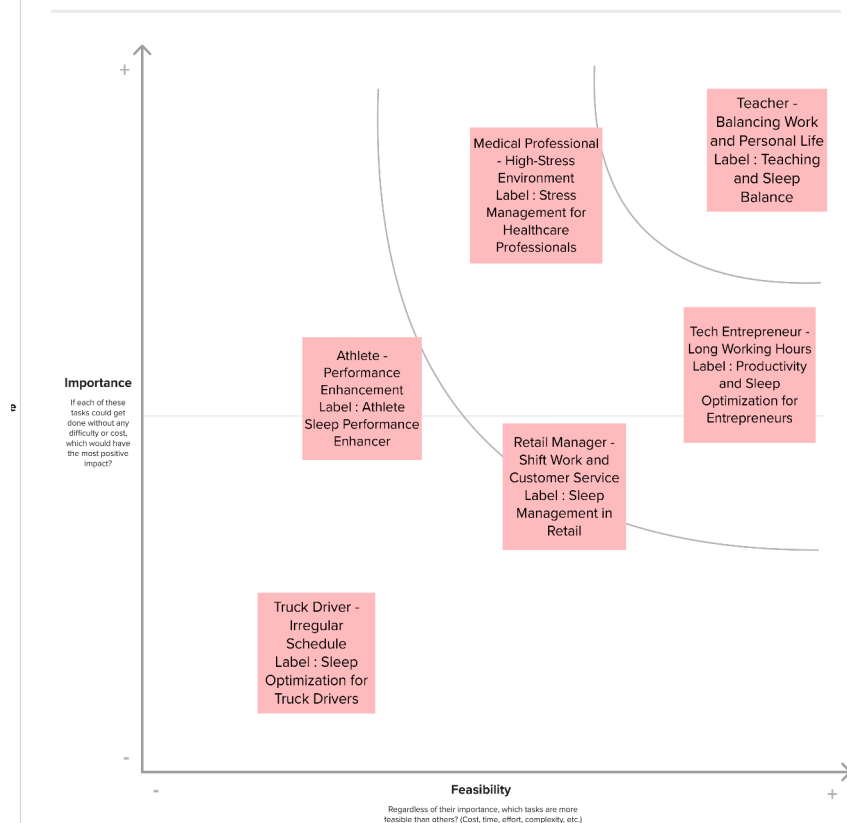
Prioritize

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** 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 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 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 →](#)

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