

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	OCT 30,2023
Team ID	NM2023TMID0200218
Project Name	TO SUBMIT WEBSITE'S SITEMAP TO GOOGLE SEARCH CONSOLE


#### 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/vish7259/m/vish7259/1698476439382/c22586451a4c3d46fe47cbae5cb960dee8974ee4?sender=u65d8171e98f686c581e98872>

#### 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

📄 Share 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

A

**Team gathering**

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

B

**Set the goal**

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

C

**Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and productive session.

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## Step-2: Brainstorm, Idea Listing and Grouping

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

**TIP**  
You can select a sticky note and in the panel (switch to select) can to start drawing!

**Vandhana V**  
  

Sitemap Submission Automation Tool

Sitemap Generator and Submission

Multi-Platform Sitemap Submission

Sitemap Management Dashboard

**Roshini V**  
  

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Educational Resources

**Vishali devi A**  
  

SEO Audit and Sitemap Submission

Google Search Console Integration

WordPress Plugin

Educational Resources

**Reethika S**  
  

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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 and break it up into smaller sub-groups.  
  
🕒 20 minutes

**TIP**  
Add customer-like tags to sticky notes to make it easier to find, browse, export, and categorize important ideas as themes within your mind.

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## 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.

**Importance**  
Each of these items could get done without a lot of difficulty or cost, which would have the most positive impact?

**Feasibility**  
Regardless of their importance, which items are more feasible than others? (Cost, time, effort, complexity, etc.)

### 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 CRM.

#### 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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