

## Ideation Phase

### Brainstorm & Idea Prioritization Template

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Team ID	6CA770FDBD1BFD488A34FCBDBFC19CE7
Project Name	Creation of an application for school management

#### Brainstorm & Idea Prioritization Template:

Brainstorming allows students to think critically about ideas and solutions, form connections, and share ideas with peers. Often, there are no wrong answers when brainstorming; in this way, students are able to freely express their thoughts without fear of failure.

#### 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
- 2-5 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 this session and send an invite. Share relevant information in pre-work ahead.

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

**3. Learn how to use the facilitation tool**  
Use 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

**PROBLEM**

A local business owner wants to improve online presence and attract more customers but they are facing more challenges.

**Key rules of brainstorming**

To run an unscripted product review session

- Stay integer.
- Encourage wild ideas.
- Defer judgment.
- Let others' ideas trigger yours.
- Go for volume.
- If possible, be visual.

[Share your idea feedback](#)

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

### 2 Brainstorm

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

10 minutes

**Tip**  
You can turn it into a challenge if all you can get is "no" or "not sure". Instead, try "what if" or "what if not" and see what happens!

Person 1	Person 2	Person 3	Person 4
Try all the old products	Try new products and see what happens	Try new products and see what happens	Try new products and see what happens
Try new products and see what happens	Try new products and see what happens	Try new products and see what happens	Try new products and see what happens

### 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 10 sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**Tip**  
If all your ideas are too long to fit on one sticky note, try writing them on a piece of paper, and then group them into clusters. You can then write them on sticky notes.

Post updates, offers, events, and news about your business. Regular posts keep your profile active and engaging for potential customers.

**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**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**

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

<https://drive.google.com/file/d/1TYUas7mx93YVqT8ekIZOis6gFYJwDYBR/view?usp=sharing>