

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 October 2023
Team ID	NM2023TMID04450
Project Name	Building a website using canva

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.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Brainstorm & Idea prioritization

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10 minutes to complete
4 people recommended

Before you collaborate

Before collaborating on a project, it is crucial to establish clear communication, define roles and responsibilities, and align expectations. Consider the following steps to ensure a successful collaboration:

- Clarify Project Objectives**
Clearly define the project goals, deliverables, and timelines to ensure that all stakeholders are on the same page regarding the project's scope and expectations.
- Identify Individual Strengths**
Recognize each collaborator's strengths, skills, and expertise to assign tasks that leverage their unique abilities and contribute to the project's success.
- Establish Communication Channels**
Select effective communication channels, such as regular meetings, email updates, or project management tools, to maintain open and transparent sharing and collaboration among team members.
- Define Workflow Processes**
Establish a clear workflow for defining task assignments, deadlines, and milestones to ensure a systematic approach to project execution and progress tracking.

[Open article](#)

Define your problem statement

The clothing brand "Off-White Colour" aims to establish a strong online presence and enhance customer engagement through the development of an immersive and visually captivating website using Canva.

Problem

Existing customer engagement to OFF-WHITE Colour through website.

Key rules of brainstorming

To create a rich and productive session:

- Defier Judgment
- Encourage wild ideas
- Build on others ideas
- One Focus at a Time
- Brainstorm Quantity
- Use Visual Aids and Games

Brainstorm

Maintain a clear focus on the defined problem statement and project objectives to ensure that all brainstorming efforts are directed towards generating relevant and effective solutions.

Brainstorming X

Brainstorming session X

Brainstorming Y


Brainstorming session Y

Brainstorming Z

Brainstorming session Z

Step-2: Brainstorm, Idea Listing and Grouping

Template




Brainstorm & idea prioritization

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🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

2 Group ideas

Focus on implementing a robust search and filtering system using Canva's design tools, allowing customers to easily navigate through the website and locate specific clothing items based on size, color, style, and collection, enhancing the overall website usability and facilitating an efficient and personalized shopping experience.



Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#)



Step-3: Idea Prioritization

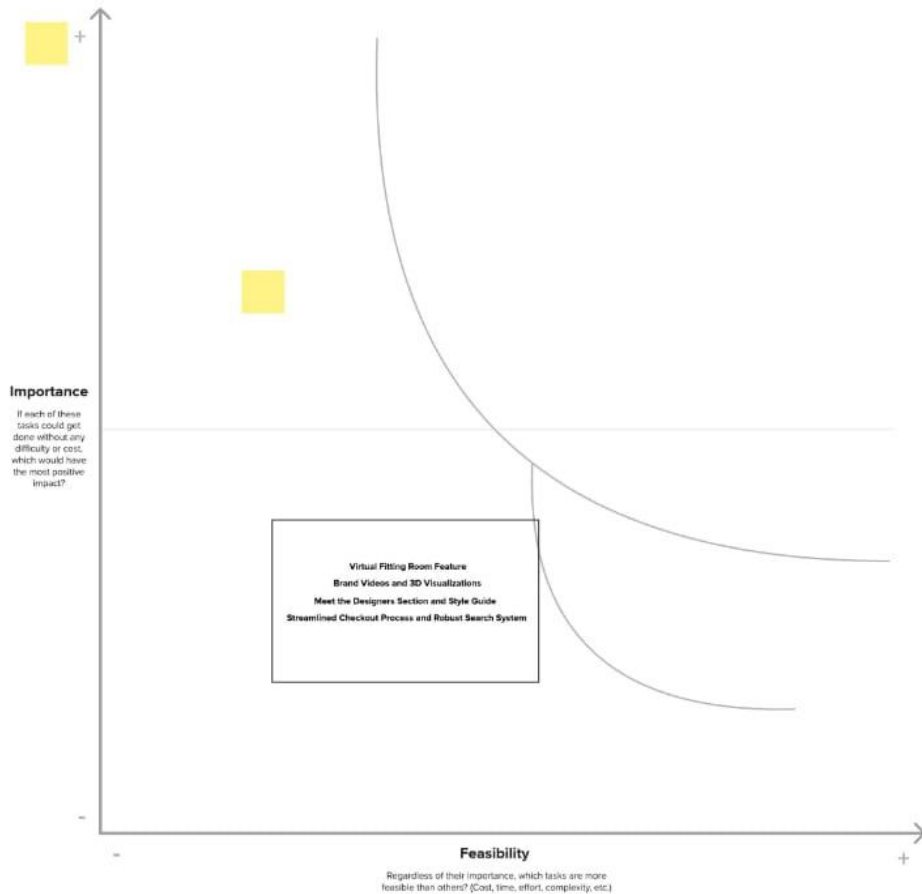
4

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.

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.



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