

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 October 2023
Team ID	NM2023TMID04439
Project Name	Create a brand promo video using canva

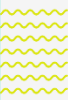

Brainstorm & Idea Prioritization Template:

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 Ideas Statement


Template



Brainstorm & idea prioritization


Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.


 3 DAYS to prepare
 3 DAYS to collaborate
 3-8 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.

 15 minutes


 **TEAM GATHERING**


Create 5 HMW statements before the activity to propose them to the team.

 **Set the stage for creativity and inclusivity**

Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.


- Passion and Expertise:** Choose an idea that aligns with your interests, knowledge, and skills.
- Market Demand:** Research the market to determine which idea is likely to have the highest demand and potential for growth.
- Resources:** Assess the resources needed for each idea in terms of materials, time, and funding.
- Competition:** Analyze the competition in each niche and see where you can offer a unique selling proposition.
- Target Audience:** Consider your target audience and which idea would resonate most with them.
- Feasibility:** Assess the feasibility of each idea, including your ability to execute it successfully.

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Ideas and prioritize

Creating a set of questions for a serenity stones concept is crucial for market research, understanding customer preferences, and developing a successful product or service. Let's brainstorm some questions and then prioritize them based on their importance:

 10 minutes

Meditation Garden with Serenity Stones

- Create a serene outdoor meditation garden filled with specially selected stones that have calming or grounding properties.
- Visitors can walk a predetermined path, stopping at each stone to meditate, reflect, or perform mindful activities.

Personalized Serenity Stone Jewelry

- Develop a line of custom-made jewelry featuring serenity stones chosen for their unique calming or healing properties.
- Customers can choose the stones and the jewelry design, creating a personalized and meaningful piece.

Zen Home Decor with Serenity Stones

- Create home decor items like coasters, candle holders, or wall art that incorporate serenity stones into their design.
- These items can help create a calming atmosphere in homes and promote mindfulness.

Virtual Serenity Stones Meditation App

- Develop a mobile app that offers guided meditation sessions centered around the use of virtual serenity stones.
- Users can choose stones with specific properties to focus on during their meditation.

Serenity Stones Subscription Box

- Create a subscription service that delivers a curated selection of serenity stones, along with information on their properties and suggested meditation practices, to subscribers each month.
- This idea can cater to the growing interest in crystals and wellness practices.

Step-3: Idea Prioritization

You can use the Voting session tool above to focus on the strongest ideas.

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

**After you collaborate**

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

- A Cluster related ideas**
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.
- B Vote on the most promising ideas**
Narrow your focus to only the strongest few ideas by holding a **Voting Session**. Give each person 2 votes

Keep moving forward

- 2x2 Prioritization matrix**
Build shared understanding and make collective decisions for moving ideas forward.
[Open the template →](#)
- Storyboarding**
Show existing and/or future consumer experiences through the act of sketching.
[Open the template →](#)
- Pre-mortem**
Harness the collective experience and wisdom of the team, before the project even starts.
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