Ideation Phase
Brainstorm & Idea Prioritization Template

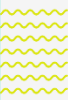| Date	18 October 2023
Team ID	NM2023TMID04439
Project Name	Create a brand promo video using canva

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

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

Brainstorming ideas around "Serenity Stories," it's essential to consider your interests, skills, target audience, and the market demand for the chosen concept. You can also explore a combination of these concepts to create a unique and comprehensive serenity stories business.

⏱ 2 HOURS

3

Brainstorm as a group

Collaborative brainstorming allows for diverse perspectives and a broad range of ideas. After generating these ideas, it's essential to evaluate them based on feasibility, market demand, resources, and alignment with your group's goals and expertise. This evaluation process will help you choose the most promising ideas to pursue.

⏱ 3 HOURS

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

KAVIYARASAN

SARON

| Brainstorming Session | Customer Feedback | Market Research |

SENTHAMIL SELVAN

| Competitor Analysis | Meditation and Mindfulness Trends | Sustainability |

DINESHKUMAR

| Collaborations | Storytelling | Customization |

KAVIYARASAN

| Content Creation | Subscription Service | Promotions and Discounts |

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

Importance

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

Feedback Loop:
• Implement a feedback loop to continuously collect and analyze customer feedback.
• Prioritize ideas that improve products and services based on this feedback.

Prototyping and Testing:
• Develop prototypes of the most promising product ideas and test them with a focus group.

Ideas!

Cross-Promotion:
• Partner with other wellness brands to cross-promote products.

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.

Technology Integration:
• Incorporate technology like smart sensors or apps into Serenity Stones products.

Feasibility

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

→

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.
Open the template →

💬 Share template feedback