# Ideation Phase Brainstorm & Idea Prioritization Template

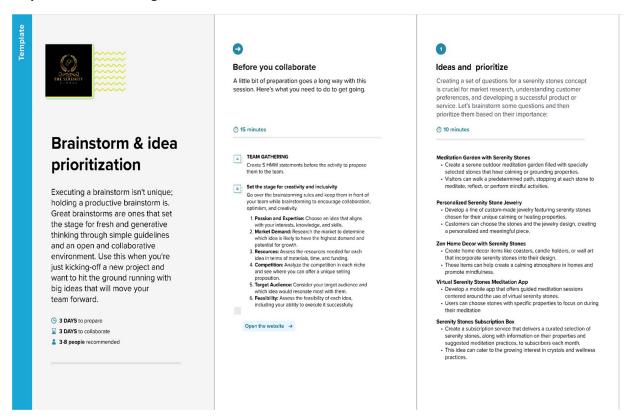
Date	18 October 2023
Team ID	NM2023TMID04439
Project Name	Create a brand promo video using canva

## **Brainstorm & Idea Prioritization Template:**

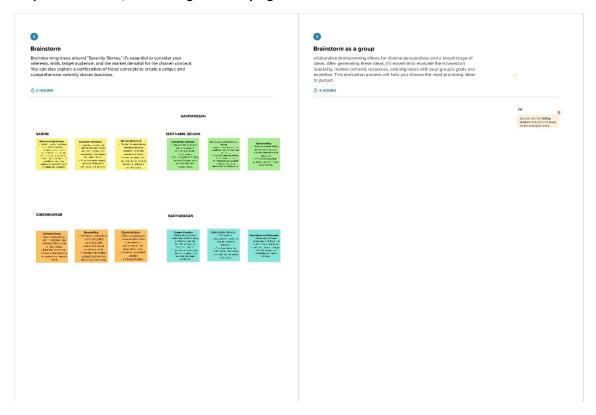
Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, 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





#### Prioritize

forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 20 minutes



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

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.

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 →



Harness the collective experience and wisdom of the team, before the project even starts.

Open the template →

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