

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 October 2023
Team ID	NM2023TMID04465
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

Template



Brainstorm & Idea prioritization

Desserts are a delightful and often indulgent course typically served at the end of a meal. They come in a wide variety of flavors, textures, and forms, appealing to various tastes and preferences.

⌚ 10 minutes to prepare
👥 1 hour to collaborate
👤 2-6 people recommended

Before you collaborate

- Pick Topics**
 - These topics are ideal with a meeting facilitator or moderator taking a flipchart and keeping an assessment of team focus, the session, time, and energy.
- Make Lame Calls**
 - A lame call is a ridiculous idea with a solid point that makes you giggle, often without you realizing it.

⌚ 10 minutes

Team gathering

Themed Dessert Contest:

- Organize a dessert contest where team members can compete by preparing desserts based on a specific theme, such as "Gourmet Chocolate Delights" or "Fruity Summer Treats." Have judges and award prizes for creativity and taste.

Set the goal

Promote Team Bonding and Camaraderie:

- Encourage team members to interact in a relaxed and enjoyable setting, fostering stronger connections and teamwork.

Learn how to use the facilitation tools

Agenda:

- Develop a clear agenda that outlines the meeting's objectives, topics to be discussed, and time allocated for each. Share the agenda in advance, so participants are prepared and can contribute effectively during the meeting.

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1 Define your problem statement

"Increasing demand for healthier dessert options and dietary restrictions present a challenge in providing innovative, delicious desserts that cater to diverse tastes, preferences, and nutritional requirements. Balancing health consciousness with the desire for indulgence and taste is a pressing concern in the modern dessert landscape."

⌚ 5 minutes

Issue

What dessert trends have caught your attention recently?

Key rules of brainstorming

To run an smooth and productive session

Stay in topic


Encourage wild ideas

Defer judgment

Listen to others

Go for volume

If possible, be visual



Need some inspiration?

Get a featured session outline, template or an idea for your session.

Open example →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

To address the problem statement of balancing the increasing demand for healthier dessert options with the desire for delicious treats, here are some dessert ideas that focus on providing healthier alternatives without compromising on taste:

⌚ 10 minutes

Person 1

Sathya

Mini Cheesecake Bites

• Made with cream cheese, sugar, and vanilla extract.

• Bake in a mini muffin tin for 15 minutes.

• Top with fresh fruit or a drizzle of chocolate sauce.

Chocolate Protein Bars

• Made with protein powder, cocoa powder, and honey.

• Bake in a 9x9 inch pan for 20 minutes.

• Cut into squares and store in the fridge.

Person 2

Jayshree

Apple Cinnamon Bites

• Made with apples, cinnamon, and sugar.

• Bake in a mini muffin tin for 15 minutes.

• Top with a drizzle of honey.

Yogurt Cheesecake Bites

• Made with yogurt, cream cheese, and sugar.

• Bake in a mini muffin tin for 15 minutes.

• Top with fresh fruit.

Person 3

Devi

Mini Cheesecake Bites

• Made with cream cheese, sugar, and vanilla extract.

• Bake in a mini muffin tin for 15 minutes.

• Top with fresh fruit or a drizzle of chocolate sauce.

Chocolate Protein Bars

• Made with protein powder, cocoa powder, and honey.

• Bake in a 9x9 inch pan for 20 minutes.

• Cut into squares and store in the fridge.

3

Group ideas

DIY Dessert Workshop Group: Learn and experiment with making various desserts from scratch. Each meeting can focus on a different type of dessert (cakes, cookies, pies, etc.) and members can share their creations and tips.

⌚ 20 minutes

1

2

3

Step-3: Idea Prioritization



Prioritize

Prioritizing the dessert group ideas based on different criteria can help you choose the best fit for your interests, resources, and goals. Here's a breakdown of prioritization based on potential popularity, learning opportunities, and social impact.

⌚ 20 minutes

