


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	15 Oct 2023
Team Id	NM2023TMID00678
Project Name	Dissecting the digital landscape :comprehensive analysis of social media
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization :


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



## Brainstorm & idea prioritization

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.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 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.

10 minutes

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-  **Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
-  **Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
-  **Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →



### Define your problem statement


What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

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**PROBLEM**

To develop a comprehensive analysis of facebook to achieve the goal of identifying the trends ,patterns and users behaviour.



### Key rules of brainstorming

To run an smooth and productive session

-  Stay in topic.
-  Defer judgment.
-  Go for volume.
-  Encourage wild ideas.
-  Listen to others.
-  If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

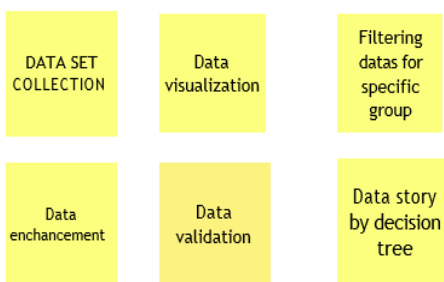
 10 minutes

#### TIP

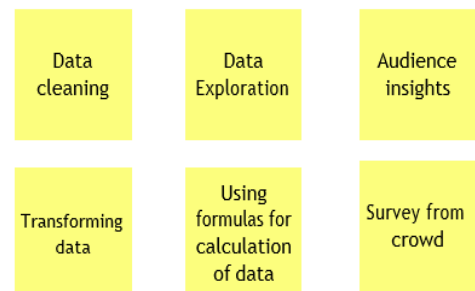


You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### Sivasree S



#### Yuvasri C



#### Deepika A



#### Jordan P R



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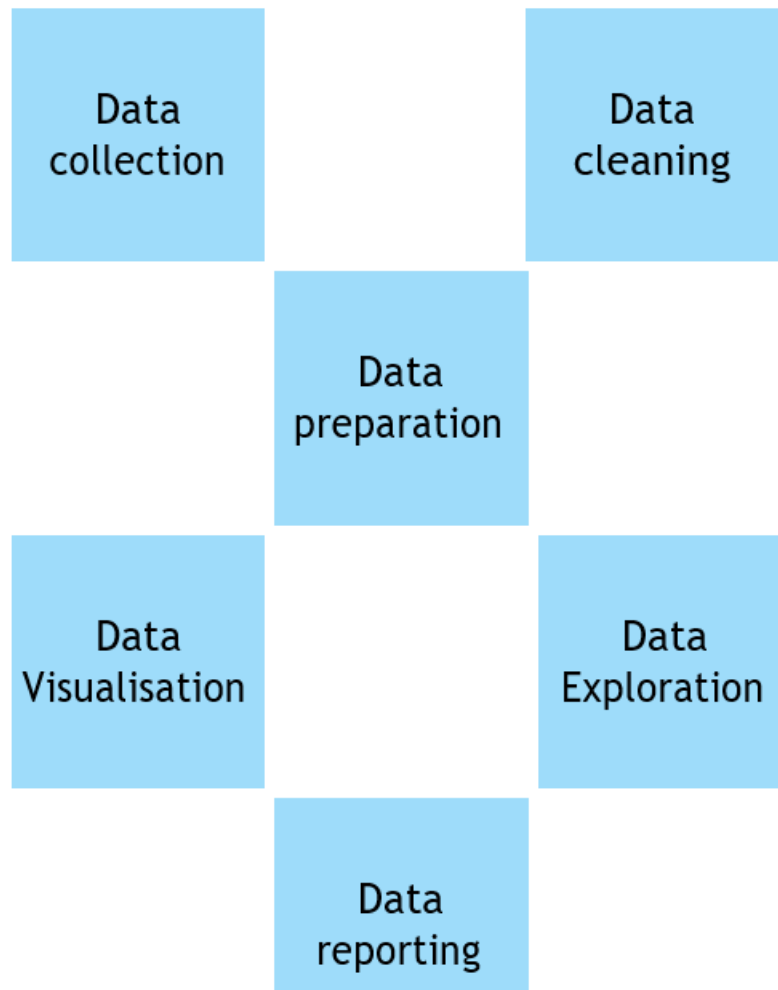
### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

 20 minutes

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



## Step-3: Idea Prioritization

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### 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

#### 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.

