

BRAINSTROMING AND IDEA PRIORITIZATION

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








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Template



Brainstorm & idea prioritization



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.

1 Team gathering

Define who should participate in the session and invite. Share relevant information or pre-work at

2 Set the goal

Think about the problem you'll be focusing on in the brainstorming session.

3 Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy productive session.


Open article →

1 Define your problem statement

In a digital age where establishing a strong online presence is vital for businesses, many entrepreneurs and small business owners face the challenge of developing a cohesive brand identity. The lack of affordable, user-friendly tools and guidance for creating a brand name, a professional brand email ID, and an eye-catching brand logo can hinder their efforts to stand out in a competitive market. This project aims to address this issue by providing a comprehensive solution for individuals and businesses seeking to establish a distinctive and professional brand image using the Canva platform.


Preview


How to Create Brand Name, Brand Mail and Brand Logo Using Canva





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



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2

Brainstorm

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

Samyuktha

Consider specializing in a particular niche or industry, such as e-commerce, healthcare, or real estate.

This focus can help you become an expert in that field, understanding its unique design and functionality needs.

Create a service that helps businesses refresh and update their existing websites without the need for a complete redesign.

Offer workshops and training sessions on user-centered design principles to educate clients and empower them to actively participate in the design process.

Afrika Fathima

Promote your proficiency in creating mobile-responsive websites, considering the increasing use of smartphones and tablets for online browsing.

Offer accessibility audits and compliance services to help businesses ensure their websites are inclusive and compliant with relevant accessibility standards.

Emphasize your expertise in optimizing websites for better conversion rates, showcasing past successes and proven strategies to drive more leads and sales for clients.

Indhumathi

Explore integrating AI and machine learning features into websites, such as chatbots, recommendation engines, or personalized content, to provide a cutting-edge user experience.

Highlight your capabilities in content strategy and creation to ensure that websites not only look great but also communicate effectively with their target audience.

Nandhini

Develop long-term relationships with clients by offering website maintenance and updates as a service, ensuring that their sites remain secure and up-to-date.

Help local businesses improve their online visibility by offering services that focus on local search engine optimization, including Google My Business management.

helping them stay current and competitive.

3

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.

TA

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're added your mural.

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Highlight your capabilities in content strategy and creation to ensure that websites not only look great but also communicate effectively with their target audience.

Consider building and offering a custom content management system (CMS) that is tailored to the specific needs of your clients, providing greater flexibility and control.

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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

Importance

Feasibility

helping them stay current and competitive.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share a view link to the mural with collaborators to help them view the mural about the business of the session.

Export the mural

Export a copy of the mural as a PNG or PDF to attach to email, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint

Define the components of a new idea or strategy.

Open the template

Customer experience journey map

Understand customer needs, motivations, and decisions for an experience.

Open the template

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template

Share template feedback