

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	26 October 2023
Team ID	NM2023TMID11714
Project Name	PROJECT - ETHEREUM DECENTRALIZED IDENTITY SMART CONTRACT
Maximum Marks	4 Marks


#### 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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

#### 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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**A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

Open article ➔

1

**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

How might we [your problem statement]?

**Key rules of brainstorming**

To run a 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

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### Brainstorm

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

10 minutes

**TIP**  
You can award a sticky note and a red pin (don't stick) for a star idea!

Arjun K

Brainstorming ideas for a new product. I want to create a new product that is easy to use, affordable, and has a unique feature. I want to create a new product that is easy to use, affordable, and has a unique feature.

Abhishek Anand

Brainstorming ideas for a new product. I want to create a new product that is easy to use, affordable, and has a unique feature. I want to create a new product that is easy to use, affordable, and has a unique feature.

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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 a sticky note to each cluster to label it. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

Arjun K

Brainstorming ideas for a new product. I want to create a new product that is easy to use, affordable, and has a unique feature. I want to create a new product that is easy to use, affordable, and has a unique feature.

Abhishek Anand

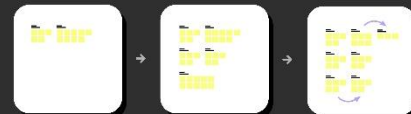
Brainstorming ideas for a new product. I want to create a new product that is easy to use, affordable, and has a unique feature. I want to create a new product that is easy to use, affordable, and has a unique feature.

Sanjay M

Brainstorming ideas for a new product. I want to create a new product that is easy to use, affordable, and has a unique feature. I want to create a new product that is easy to use, affordable, and has a unique feature.

Sanjay V

Brainstorming ideas for a new product. I want to create a new product that is easy to use, affordable, and has a unique feature. I want to create a new product that is easy to use, affordable, and has a unique feature.



## Step-3: Idea Prioritization

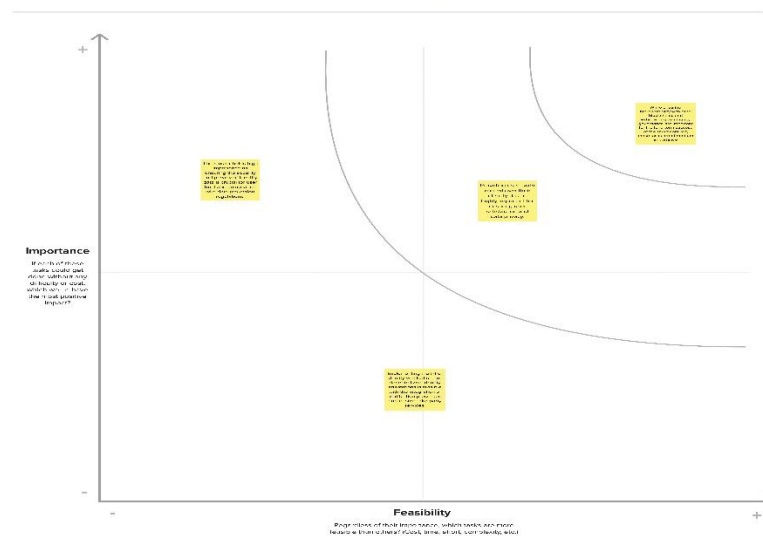
4

### 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

**TIP**  
Your ideas can be placed on the grid in any order. The red pin (don't stick) for a star idea!



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### 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 the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, 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 obstacles 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](#)

