

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	03 November 2022
Team ID	NM2023TMID01745
Project Name	Chain Connect Nodes
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

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

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

- 👤 Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

3 Brainstorm

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

10 minutes

TIP
You can select a sticky note and tell me great. Better if you can tell me a story.

Person 1

- Secure and efficient financial transactions, transparency, compliance.
- Explore blockchain technology for financial operations.
- Data security concerns, blockchain learning curve, need for user documentation.

Person 3

- Compliance solutions, regulatory adherence, data security.
- Ensure financial platforms comply with evolving regulations.
- Offer 24/7 customer support for immediate issue resolution.

Person 2

- Convenient and intuitive financial transactions, low fees, simplicity.
- Seamlessly manage day-to-day financial activities.
- Complex interfaces, high transaction costs, lack of accessibility.

Person 4

- Cutting-edge blockchain features, exploration, and innovation.
- Experiment with the latest blockchain technologies and applications.
- Limited access to advanced features, lack of updates, and information on new blockchain developments.

4 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
Ask participants to try to cluster sticky notes by theme or topic. Focus on common, and group or re-group ideas as needed.

Focus on robust security and compliance measures. Keep security protocols and regulatory compliance up to date. Develop KYC and secure authentication processes.

Explore innovative blockchain functionalities. Stay updated with the latest blockchain trends. Foster a community of blockchain enthusiasts.

Prioritize user-friendly interfaces and mobile app development. Strive for simplicity and accessibility. Deliver excellent customer support.

Provide comprehensive user guides and educational resources. Simplify onboarding with step-by-step tutorials. Create a knowledge base for common user queries.

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
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.