

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	3 November 2023
Team ID	NM2023TMID04589
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.

Reference link:

<https://app.mural.co/t/website3662/m/website3662/1698416380183/60862ddbf3f661c6d3c3e1be97322c3bdc8d443f?sender=u688e01ab2aaa879f02c74887>

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


Template



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

1

Team gathering

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

2

Set the goal

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

3

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

5 minutes

Many businesses struggle with limited online visibility and engagement, hampering their ability to reach a wider audience. Effective website marketing solutions are in demand to address this challenge and drive growth.

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.



Need some inspiration?

See a brief set version of this template or related work.

[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

TIP
You can restrict a sticky note to a specific color (e.g., red) to group related ideas.

Issha Yoga Deepika

Send out regular newsletters with promotions, flower care tips, and seasonal offers.

Implement automated email sequences for occasions like birthdays and anniversaries.

Build a mailing list of customers interested in flowers.

Optimize your website for relevant keywords like "local flower delivery" or "wedding flower arrangements."

Siva Sri

Collaborate with local event planners, wedding photographers, or gift shops.

Offer discounts or cross-promotions to customers referred by these partners.

Establish strong relationships with local florists, gardeners, and event planners to know other entrepreneurs in your community.

Ponpriya Dharshini

Share high-quality images and videos of floral arrangements.

Use appropriate hashtags and encourage user-generated content.

Babu Vignesh

Build quality backlinks from local websites and partners.

Run engaging social media contests, such as "Guess the Flower" or "Best Flower Arrangement of the Month."

Create a blog with informative content about flowers, floral care, and event decoration.

Muthu Ganesh

Run Google Ads campaigns to promote the flower shop for specific keywords.

Use geo-targeting to focus on the local audience.

Set up retargeting campaigns to capture visitors who didn't make a purchase.

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.

20 minutes

TIP
After you've created the groups, try to add key notes to each cluster to make it clear, relevant, and concise. Re-examine clusters and then see what to group, ungroup.

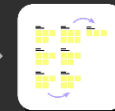
Create a team responsible for generating regular blog posts, infographics, and other content related to flowers, floral care, event decoration, and more. This team can also manage social media content.

Develop email marketing campaigns that include newsletters, promotions, and customer engagement in tandem. This team can segment the email list and track email campaign performance.

Track website traffic, user behavior, and campaign performance using analytics tools like Google Analytics. Use this data to optimize marketing efforts.

Optimize your website and Google My Business listing for local searches, making sure you're easily found by potential customers in your area.

Write online press releases, seek guest blogging opportunities, and engage in media outreach to enhance your online reputation. Host online webinars and workshops related to flowers, floral design, and event decoration.



Step-3: Idea Prioritization

4

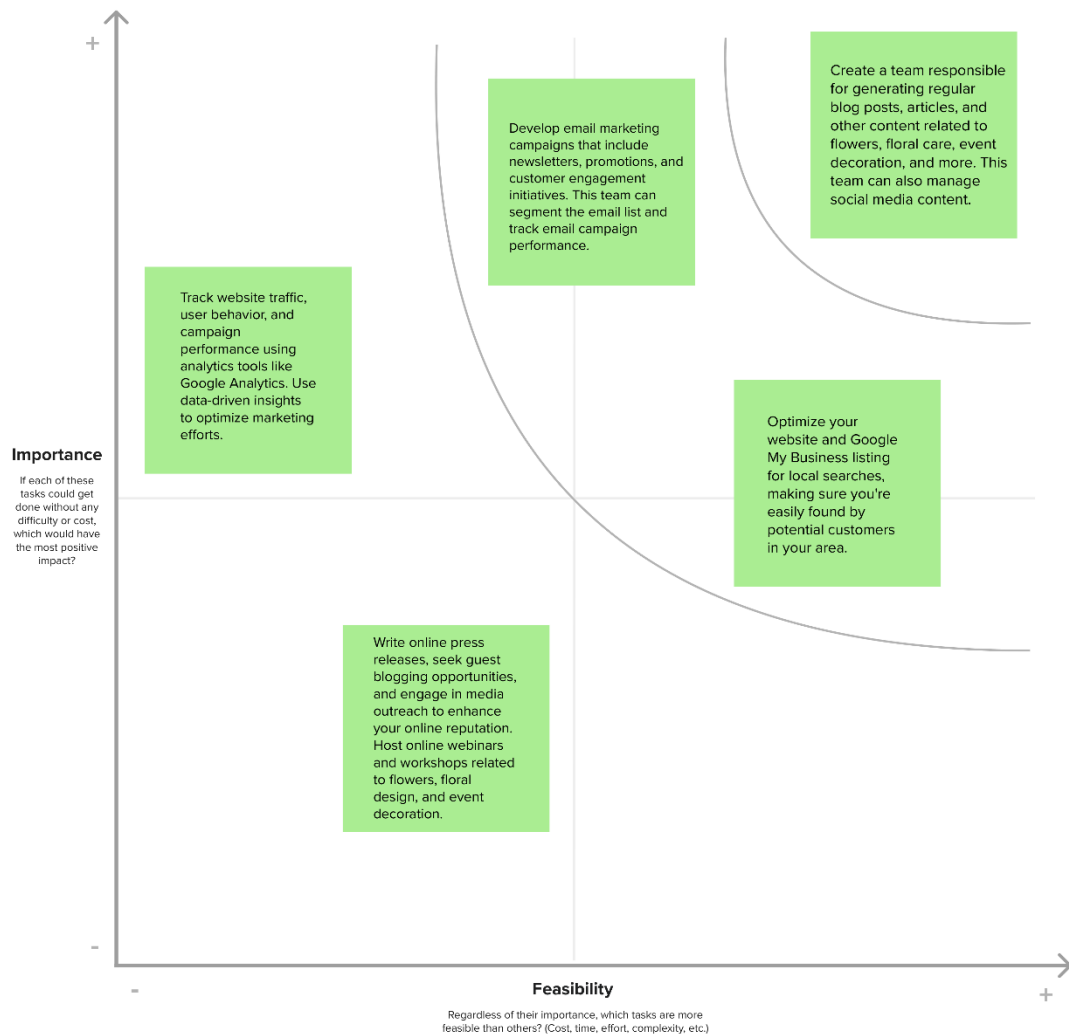
Prioritize

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.



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