

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	25 November 2023
Team ID	NM2023TMID11927
Project Name	FARMER INSURANCE CHAIN
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.

**Before you collaborate**

Set a goal for your session. Have a clear idea of what you want to achieve. This will be the focus of your brainstorming.

**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 brainstorming.

**Brainstorm**

Brainstorming is a group activity 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.

**Group ideas**

Group ideas are ideas that are generated by a group of people. They are often more creative and innovative than individual ideas.

**Prioritize**

Prioritizing is the process of ranking ideas based on their importance and feasibility. This helps you focus on the most valuable ideas.

**After you collaborate**

Review the ideas generated during the session. Select the most promising ideas to develop further.