


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	30 October 2023
Team ID	NM2023TMID04349
Project Name	Analytics Pool for Placements

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

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### 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 Experiences 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.

⌚ 10 minutes

Analyse the Glassdoor job based on the salary and the Efficiency.

1.Srikanth B

2.Ragul M

3.Thulasiraj M

4.Vigneshwaran S

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### Need some inspiration?

Here's a featured version of this template to inspire your work.

[Open example](#) →

1

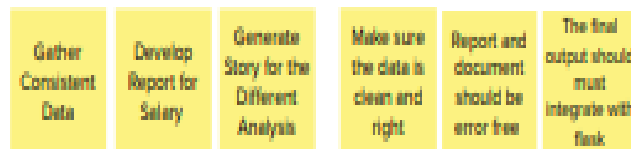
## Brainstorm

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

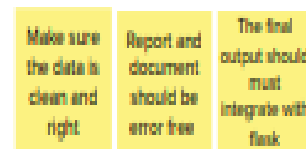
⌚ 10 minutes

**Tip**  
You can select sticky notes and use the pencil function to draw (just to mark things)

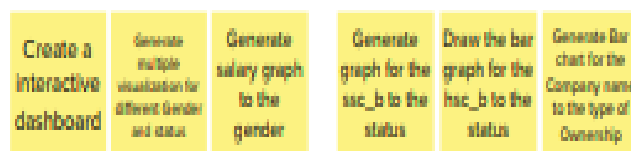
### Person 1



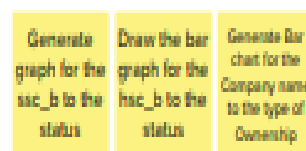
### Person 2



### Person 3



### Person 4



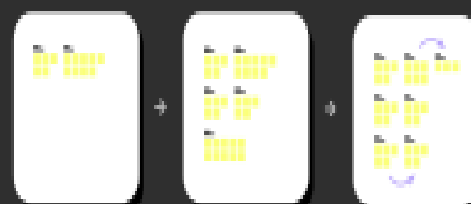
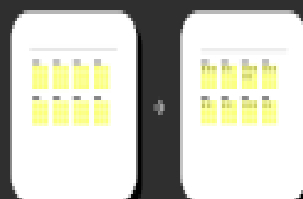
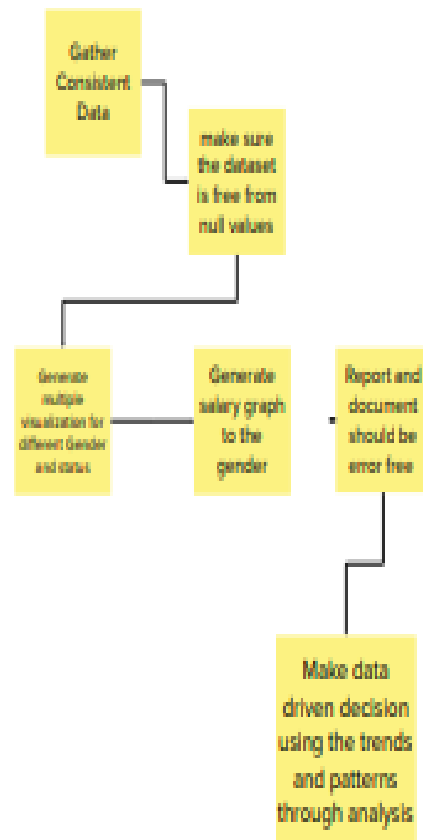
2

## 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 handwritten tags to sticky notes to label words, terms, names, regions, and categories. Organize them in clusters when you have time.





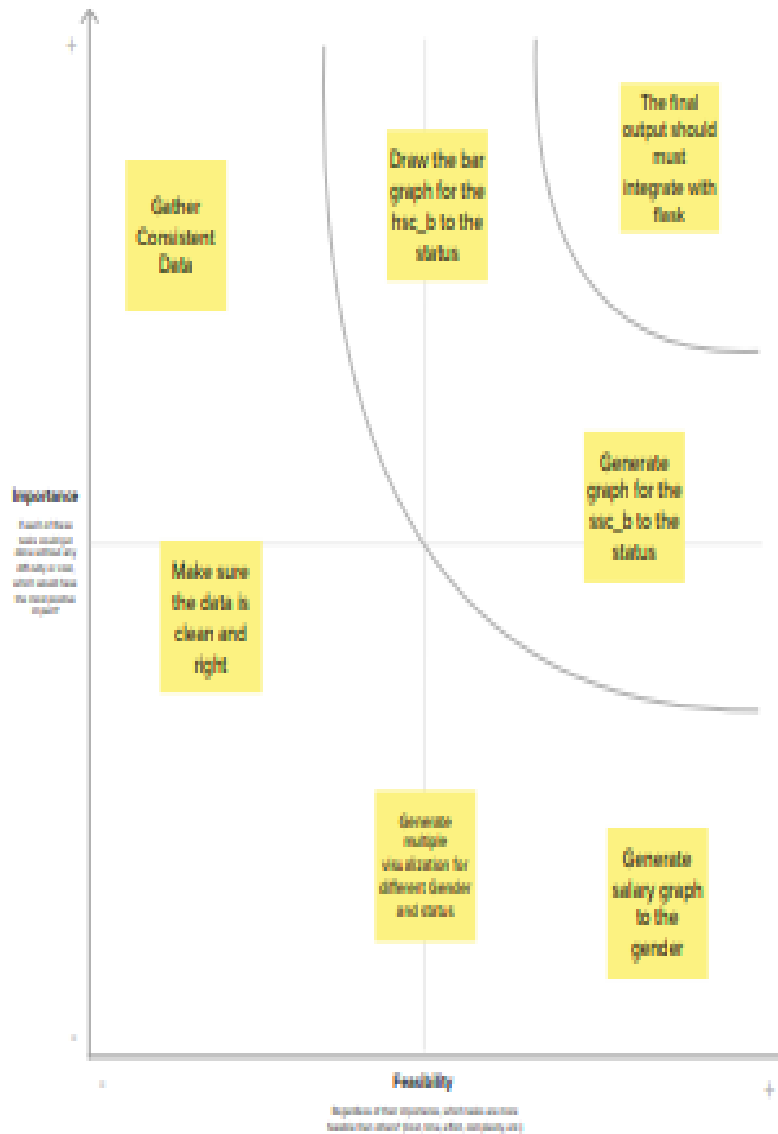
## Prioritise

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

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Participants use their scores to plot all ideas onto the grid. The facilitator can confirm the score by using the score points making the story on the legend.



## 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 share in emails, include in slides, or save to 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 >](#)

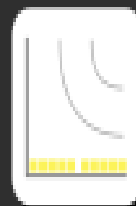
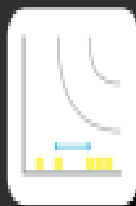


#### Strengths, weaknesses, opportunities & threats

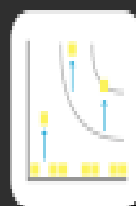
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template >](#)

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