

IDEATION PHASE

BRAINSTORM & PRIORITIZE IDEAS

TEAM ID	NM2023TMID02721
PROJECT TITLE	To create a Reel Design using Canva
DATE	03-11-2023

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions, on your team, or with your friends. It's a great way to generate ideas and prioritize them.

10 minutes to prepare
15 minutes to brainstorm
10 minutes to prioritize

1 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
- Team gathering: Define who should participate in the session and what they should expect to achieve or produce.
- Set the goal: What does the problem you're focusing on solving or the opportunity you're pursuing look like?
- Learn how to use the facilitator tools: Use the Facilitator's Guide to learn how to use the tools and techniques.

Open ideas

2 Define your problem statement

What problem are you trying to solve? Frame your problem as a clear, specific statement. This will be the focus of your brainstorm.

10 minutes

Problem

How might we (our problem statement)?

Key rules of brainstorming

To use the power of your imagination:

- Stay on topic
- Encourage wild ideas
- Quantity produces quality
- Don't judge or evaluate
- Defer criticism
- Be visual

3 Brainstorm

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

10 minutes

Problem (1)	Problem (2)	Problem (3)	Problem (4)
Problem (1)	Problem (2)	Problem (3)	Problem (4)
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Problem (1)	Problem (2)	Problem (3)	Problem (4)

4 Prioritize

Your team should all be on the same page about what's important about the problem. Now it's time to decide which ideas are important and which are feasible.

10 minutes

Importance

Feasibility