

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	17 October 2023
Team ID	NM2023TMID07255
Project Name	Aquatic Insights: Cognos -Powered Water Portability Analysis
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.

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



Brainstorm & Idea prioritization

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.

60 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.

60 minutes

Team gathering
Ensure everyone participates in the session and send an email. Share relevant information on the same thread.

Set the goal
Think about the problem you'll be discussing and relating to the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Requirements to set a happy and productive session.

Open session →

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.

6 minutes

Problem

Aquatic Insights: Cognos -Powered Water Portability Analysis

Key rules of brainstorming

Focus on creative and productive concepts

Stay on topic


Defers judgement

Vote for volume

Encourage wild ideas

Listen to others

It's possible, no critical



Facilitation Requirements

Use this card to ensure your session is productive and collaborative.

Open session →

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

Shiksha N

- Real-time Water Quality Monitoring System
- Customized Water Treatment Solutions
- Educational Workshops and Webinars
- Community Water Quality Reporting Platform

Santhosh D

- Online Water Quality Marketplace
- Environmental Impact Certification Program
- Water Quality Podcast or Blog
- Water Quality Mobile App

Santhosh Kumar S

- Environmental Impact Assessment Service
- Government Compliance Software
- Water Analysis Subscription Service
- Collaboration with Environmental Organizations

Saham K

- Water Quality Insurance Product
- User-Friendly Mobile App
- Educational Workshops
- Collaboration with Environmental Organizations


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

Water Quality monitoring Solutions

- Real-time monitoring system
- Education and Outreach
- Educational Workshops and Webinars
- Community Water Quality Reporting Platform
- Environmental Impact Assessment Service
- User friendly mobile app





Step-3: Idea Prioritization

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](#)

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 actions

- [Share the mural](#)
Share a view link to the mural with collaborators to keep track in the background throughout the session.
- [Export the mural](#)
Export a copy of the mural as a PNG or PDF to document results, include in slides, or save to your drive.

Keep creating forward

- [Strategy map](#)
Define the components of a new idea or strategy.
[Open the template >](#)
- [Customer experience journey map](#)
Understand customer needs, interactions, and obstacles for an experience.
[Open the template >](#)
- [Strengths, weaknesses, opportunities & threats](#)
Identify strengths, weaknesses, opportunities, and threats (SWOT), or develop a plan.
[Open the template >](#)

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